

AUG 12 1921

# Electrical Merchandising

August, 1921

McGraw-Hill Company, Inc., New York

25 Cents



The Hoover continues to enjoy the largest sale among electric cleaners. Hoover dealers, during this period of intensive selling, are finding a dauntless combination for maintaining sales in volume in the established reputation of The Hoover, coupled with the unabated Hoover national advertising campaign and the aggressive assistance of the Hoover sales organization. We are in position to put this powerful selling trinity at work for *your* store. Write for a Hoover representative. Address us at North Canton, Ohio, or Hamilton, Ontario.

## The HOOVER

It BEATS . . . as it Sweeps as it Cleans

## THE GREAT THINGS OF LIFE—HOME

This is a reproduction of the Edison MAZDA Lamp advertisement to appear in the Saturday Evening Post, September 3rd. Edison MAZDA Lamp Agents will be supplied with poster reproductions for window and store display before that date.



The eighth of a series, illustrating "The Great Things of Life" Painted by Charles E. Chambers. © E.L.W. of G.E. Co.

## The magic that makes houses homes

ONCE there was a house that was only a house. And the house became a home.

Once there was a boy whose parents were only parents. And the parents became his pals.

And if you want to know what the magic is that makes houses homes and parents pals, ask the man who sells Edison MAZDA Lamps in your town. He'll tell you that a cheerful, well-lighted living room can't do it all; but it certainly can help.

GO over your house critically this month and ask yourself what better lighting would do. And then ask your dealer not for "bulbs" or for "lamps", ask for Edison MAZDA Lamps. By so doing you make sure of the best lamp that science has thus far produced, and when MAZDA Service, centered in the Research Laboratories of the General Electric Company, develops a better lamp, that, too, will be an Edison MAZDA lamp.

# EDISON

## MAZDA LAMPS



EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

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# Electrical Merchandising

Volume 26

The Monthly Magazine of the Electrical Trade

Number 2.



## Let the Central-Station Take the Initiative in Getting Things Done Locally

IS NOT this the road back to better business electrically? Tie the work of central-stations to every constructive local activity. Let the electrical industry carry on all of the sales campaigns it had under way in 1914, and in addition push the "Home Electric" idea and the "Electrify Your Neighborhood Business" idea. There are dozens of workable sales plans which can be used in every locality. It is a case for the co-operation of central stations, jobbers, contractors and manufacturers, and an appreciation on the part of everybody that the neck of the bottle is the education of the salesman, no matter what group he may be in, so he may be able to sell the American public the electrical idea. This was the consensus of opinion at a recent luncheon given by

Mr. A. K. Baylor of the General Electric Company.

In 1914 the industry went out and got business by working for it and to-day we must again start doing the same thing. The seven year cycle repeats. We can do what we did in 1914 but to-day we have an industry that is built to co-operate group with group. The "Home Electric" idea and the "Electrify Your Neighborhood Business" idea have proved themselves sound. The time has come for the central-stations to co-operate locally to see that these and other constructive ideas are made to work and work now. All sales are made locally, all sales campaigns are local campaigns and it is local co-operation that counts.

Selling will sell—NOW!

## More "Home Electric" Campaigns Start

TO THE LENGTHENING list of cities in which the local electric interests are getting home building started by means of "home electric" campaigns, must now be added the names, Louisville, Ky., Denver, Utica, N. Y., and Detroit, Mich. The Louisville Electric Club has initiated the campaign in that city, and plans to wire completely the seven room house now building and to

hold it open for public inspection for one month, after which the house completely furnished as well as equipped electrically, will be sold. Denver has not yet made a formal announcement of its campaign, but is now laying the necessary groundwork in order to make the campaign a successful one. Utica, N. Y. is doing the same necessary preliminary work.

One hundred wide-awake electrical men representing all local branches of the industry, having seen what co-operation has done for the other industries in Detroit, decided to apply it to their operations and at a recent meeting, where with G. C. Beck of the Federal Sign System as chairman of the organization committee, they did some constructive thinking and talking and decided upon definite action.

Among other speakers, W. L. Goodwin of the Society for Electrical Development, Samuel A. Chase of the Westinghouse Company and A. MacLachlan of the Square D Company, expounded their ideas of the value of the kind of co-operation the Detroit men were advocating and the plans which they had formulated and in every case heartily endorsed them. The new league will be known as the Electrical Extension Bureau of Detroit.

Two electrical homes are to be started and it is estimated that, profiting by the experience gained by other cities in this

work, they will cost the Detroit co-operators less than \$6,000. The different groups will contribute the following amounts — Contractors, Jobbers, Manufacturers and Appliance Dealers — \$700 each, to which the Detroit Edison Company will add \$2,800, making a total of \$5,600 which is expected to be more than enough to take care of the plans at present contemplated.

## "Carry On"—the Industrial Drive

WHAT'S the good word today? Carry on! Carry on—keep alive your local campaign for small industrial business among your neighbors — the butcher, the shoe shop, the garage, the barber shop, the printer, the tailor, and a host of other small business men, who collectively can yield a large volume of business from installation work and cash sales. Evidence of the practical value of such a local drive during July and August is indicated by the heavy demand on the editors for extra copies of the Industrial Appliance Prospects Chart, which was a supplement to the July issue of *Electrical Merchandising*. Within two weeks after mailing date, more than a score of requests for a total of 2,200 extra copies had been received from electrical manufacturers, jobbers, and contractor-dealers scattered from New York to San Francisco, and from Atlanta to Boston. "Carry on."

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## ELECTRICAL MERCHANDISING

O. H. CALDWELL, Editor

Associate Editor, STANLEY A. DENNIS

Editorial Staff,

C. L. FUNNELL

LIDDA KAY

S. W. VAN RENSSELAER

H. S. KNOWLTON

Contributing Editors,

F. B. RAE, JR.

E. E. WHITEHORNE

ROBERT SIBLEY



# Wink the Lights at 8 p. m.

and give

## *Accurate Time*

to everybody

**T**HE ELECTRIC WIRES which enter our homes already bring us three indispensable services — Light, Heat and Power. But there is one other convenience which these wires should and could easily bring to every dwelling and business building in America—the service of Accurate Time.

Accurate time is desirable in every household and place of business — everywhere. Clocks get “off,” meals are late, trains are missed, appointments are broken, time is wasted, and a host of minor irritations are suffered, all because of the varying habits of our ordinary clocks. In the average home the time-pieces are rarely closer than half or a quarter of an hour to accurate time. And a walk down any business street will show that the merchants’ clocks are in little better agreement.

### *Everybody Needs Accurate Time*

Until the war, the telephone companies throughout the country would generally give the time on request. A call to central or “Information” brought the answer, though each inquiry required a separate operation and reply. Indeed, so great was the demand for this time service that the daily thousands of inquiries — each a separate call for “Time, please” — proved a heavy operating burden on the telephone systems and the companies were forced to discontinue it, leaving no source of accurate time for the general public. This demand, however, proved the need and the popularity of the “time” service.

But, suppose that at an expenditure of *even less effort* than it took to answer *one* telephone call for “Time, please,” *accurate time could be broadcasted to thousands* and hundreds of thousands of homes and business places using electric service. A momentary dip of the lights at a predetermined hour would do the trick, and with each “eight o’clock wink” every

*A suggestion for winning popular goodwill for the electric companies. How a “Service of Accurate Time” would insure at least one friendly thought each day for the electric lighting company from every local user, as he sets his watch or clock “By Electric Time.”*



“It’s so little trouble and such an easy thing for me to do—yet it means so much to the public and makes customers think pleasantly of the Company at least once each day!”—Bill Public Relations.

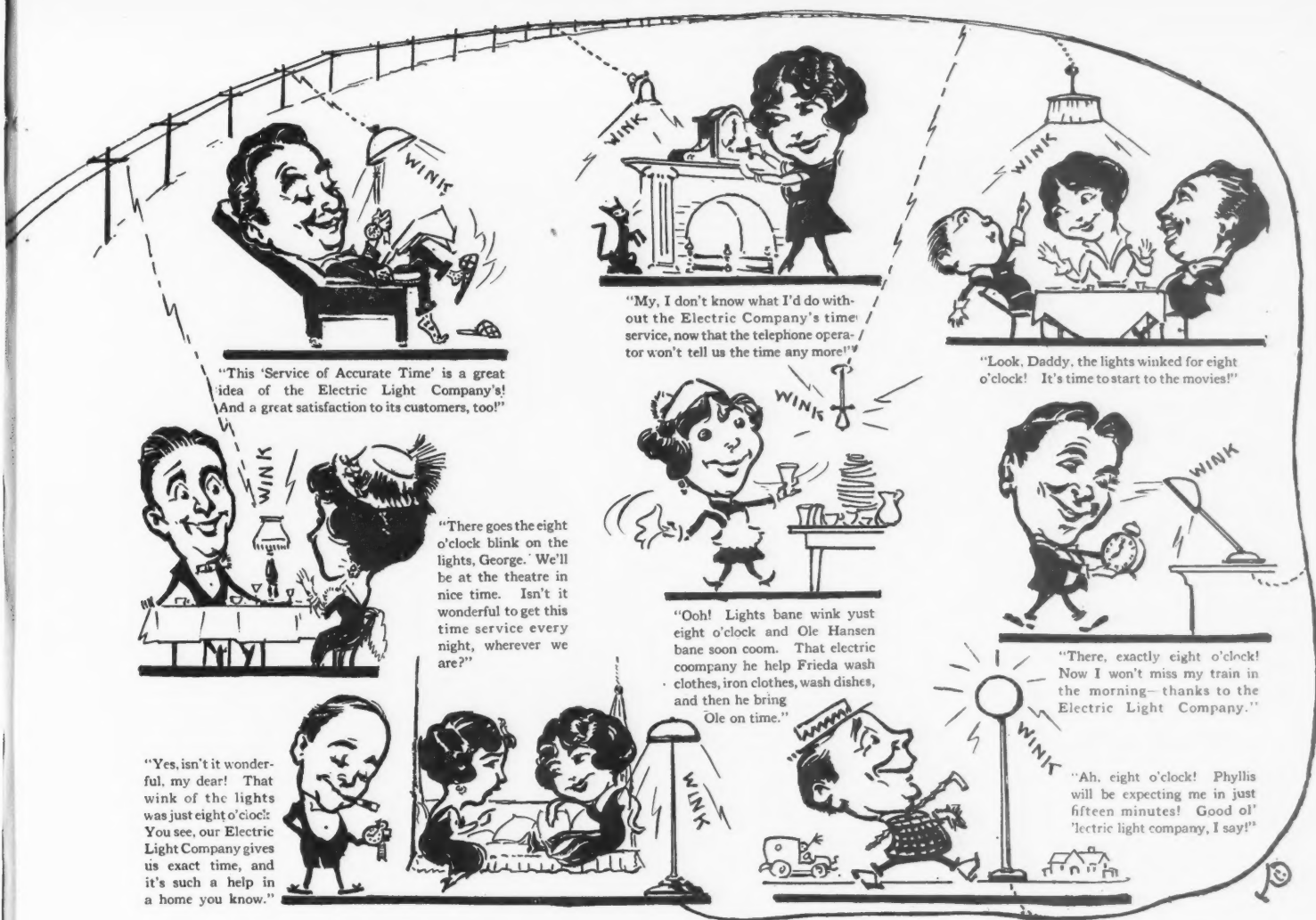
member of the local public would be reminded pleasantly of the lighting company. At least once in each twenty-four hours everybody in town would give at least *one pleasant thought to the electric lighting company* in appreciation of its “service of accurate time.”

### *“Time by Wire” Elsewhere— Why Not Here?*

There is nothing new or untried in this idea of broadcasting time by dipping the lights. Down in Uruguay, in South America, a country of government-owned lighting plants, such a time signal is sent out nightly at 8 p. m., as described by James H. Collins, in *ELECTRICAL MERCHANDISING* last month.

In Schenectady, N. Y., and in other cities, election returns have for years been broadcasted by the local electric-lighting company—one dip or “wink” if John Smith was elected, and two winks for George Jones, according to a previously announced schedule. In this way timely information can be sent out instantly, all over the city. Not only are the residential and





commercial circuits thus winked, but the signal is also sent over the street-lighting circuits. A friend who happened to be motoring in the country five miles from Schenectady on the night of a recent election tells us that he learned the result of the balloting as he drove along the dark country road, by observing the distant street lights wink twice!

Already time signals are being unconsciously given by some lighting companies in their ordinary operating practice. The writer once lived in a town where it was the custom of the station operator to change over from one machine to another at about 11 p. m., and the wink of the lights, coming each night at this hour, served as an admirable check on the accuracy of clocks and watches. That was the germ of "broadcasted electric time"!

### *Winning Friendly Public Opinion*

The electric utilities of the country are everywhere seeking to win more friendly public opinion. Upon this topic of public relations have turned the principal discussion and papers at all recent conventions. Great adver-

tising appropriations are being expended to win friendly popular opinion. All are good.

But the lighting companies have it in their own hands to make every customer and every local citizen think at least one friendly thought each day about their own electric service. At negligible cost, compared with the vast appropriations already made to invite popular goodwill, the companies can give their customers the valuable service of accurate time.

On most lines and systems, the broadcasting of the time signal-wink is a very simple matter, calling for no special equipment. On the larger interconnected systems special operating problems may be introduced, but such companies have the engineering talent and operating staff to effect a solution, if the management once perceives the importance of these time signals in terms of service and goodwill.

With the technical details already pioneered, and with progressive utility executives placing public relations ahead of all other considerations, it should not be long before the friendly eight-o'clock time wink becomes an institution of American utility service.



Delegates and visitors to the twenty-first annual convention of the National Association of Electrical

Contractors and Dealers, grouped at the Soldiers and Sailors Monument, Buffalo, in front of convention

headquarters, the Lafayette Hotel. A total attendance of more than five hundred was recorded. Local

# "The Electrical Contractor-

In the above closing words, National Chairman James R. Strong summed up the spirit of the Buffalo Convention of the National Association of Electrical Contractors and Dealers, winding up a

convention program of extraordinary interest, value, and forward-looking optimism. "But the contractor-dealer must get busy and sell,—sell himself, sell his merchandise, and sell his service."

## More Intensive State Work by "the National"

One of the outstanding features of the annual convention of the National Association of Electrical Contractors and Dealers, Buffalo, July 18-23, was the decision to intensify the work of the national office in the association activities of any state desiring the intensive effort. It was decided to put a larger number, perhaps four or five, of field men under the direction of the national office. At present there is only one field man working out from national headquarters. Plans are to be effected whereby special arrangements can be made with a state that desires more time and effort than the one field man is now able to give to a state. Announcement of details will be made later.

## Testimonial to "Bill" Goodwin

One of the "high points" in the entire convention came when the National Association presented its testimonial to W. L. Goodwin, expressing the appreciation on the part of the electrical contractor-dealers throughout the United States, of the work which Mr. Goodwin has done during the past four years. The testimonial was in the form of a set of resolutions illuminated on parchment and carried the actual signatures of the National committee and more than 1800 members of the association—all appropriately bound

within a hand-tooled leather binding. The presentation was made by James R. Strong, national chairman. Although deeply moved by this expression of esteem and goodwill from the men with whom he has worked so closely, Mr. Goodwin made his responses in his own happy way, after which he took up one by one the pressing questions of the hour within the retail field and suggested ways in which they can be answered.

Elsewhere in the present issue of ELECTRICAL MERCHANDISING are pictures showing pages from the testimonial to Mr. Goodwin.

## Presentation of Emblem to W. Creighton Peet

Every convention has its moments of special courtesy and appreciation for services rendered. This convention was no exception. For his services as twice chairman of the National Association the national emblem beautifully be-wrought in gold and beribboned was presented to W. Creighton Peet by a former chairman, Robley S. Sterns of New Orleans. It was fitting that Mr. Sterns should present the emblem to Mr. Peet inasmuch as both came originally from the same state, Louisiana. With all the grace of the southern orator at his best Mr. Sterns presented the emblem and with all the courtesy and emotion of a Louisiana gentleman Mr. Peet acknowledged the gift in a happy combination of Creole French and New York English.

## "Larry" Davis

Outstanding in a program characterized by unusual strong papers and addresses was the report made by Laurence W. Davis, special field representative of the national association. Since the last report made by the secretary-treasurer Mr. Davis has visited 107 cities located in twenty-eight different states. He has developed during that time a personal contact with the members, which is even more valuable to the association than the direct results obtained in increased membership, although his record for that score is an admirable one. In his report Mr. Davis emphasizes the necessity for electrical men to support their local electrical clubs. He urged more careful thought and attention in the preparation of programs for local electrical meetings.

Too much valuable time has heretofore been lost on empty papers and trivial discussions thereon. He emphasized the value of local development campaigns. He urged central station men to take the initiative in getting things done electrically. During his travels Mr. Davis has noted the repeated crying want for better accounting methods and, in interest of not only the national association but in the interest of the electrical contractor-dealers everywhere, he urged that more and better publicity be given to the standard accounting system and the results obtained by those who have installed and maintained the system.





arrangements for the Buffalo Convention were in charge of a committee — E. D. McCarthy, Chairman;

J. T. Arundell, H. H. Howell, J. C. Lindner, E. P. McCormick, J. J. O'Leary, J. D. Robertson, C. F.

Stearns and Richard Wahle. Mrs. J. J. O'Leary was chairman of the local ladies committee.

# Dealer Must Go Out and Sell"

"Selling Will Sell" and "Business Comes to the Man Who Goes After It" were the two keynotes of present-day conditions struck by speaker after speaker before the Buffalo Convention sessions. In-

stances cited one after another showed that there is electrical business in plenty to be had, but that aggressive selling by the contractor-dealer is required to corral these waiting opportunities.

## Membership Increase

Despite the unsatisfactory conditions existing in the business world at the present time it was possible for the secretary-treasurer, W. H. Morton, to report a steady increase in the number of members in the national association. The reports indicate that since the last convention 149 new members have joined the association. This is 12 per cent of the present membership. With the assistance of the proposed four or five field men who will be active during the coming convention year, it is expected that the membership will increase largely before the next convention.

## Veterans of Twenty Years

Charles L. Eidlitz, first president of the National Contractors Association, struck the keynote of the convention which has just adjourned in his speech on "Twenty Years in Twenty Minutes" at the opening session of the convention. In his own inimitable way, which even though you know Charley you can never adequately describe, he reviewed the early days of the National Association and enumerated many of the valuable changes which association work has brought about during the last twenty years. At the close of his speech the national chairman, James R. Strong, called to the platform all of the surviving "charter members" of the National Association who have survived the years and in turn each veteran was presented with a badge of honor

indicating the appreciation of the association today of the services rendered by the reciprocants during the past twenty years.

## Installation Costs

One of the most important addresses ever made on the subject of installation costs before an annual convention of contractors-dealers was that made by Kenneth A. McIntyre of Toronto, Canada. Mr. McIntyre presented the results of several years research work on installation costs and offered for the consideration of the electrical contractors a very specific statement covering the fundamental requirements of an installation cost system, a number of methods by which costs can be obtained and a definite plan for the general improvement everywhere among the electrical contractors in the handling of installation costs. Examples of final costs on installation work were submitted. These illustrated the methods proposed by Mr. McIntyre. His paper will be published in full in a later issue of *ELECTRICAL MERCHANDISING*.

## "Color Effects in Lighting"

One of the most valuable contributions to the convention was the address of Miss B. Irwin of New York City on the "Color Effects on Lighting." Miss Irwin, who has developed the application of color to illumination to a higher degree than possibly anyone else in the electrical industry, emphasized the tendency to provide for color in domes-

tic illumination. She demonstrated color values for domestic use by means of color screens which she has developed during the last two or three years. She pointed out not only the decorative value of color in illumination, but the therapeutic value also and urged the electrical contractor-dealer to give more careful thought and work out definite plans for the wider acceptance of the color idea in lighting.

## Credit and Accounting

More and better progress is desired in the distribution and establishment of the standard accounting system among the electrical contractor-dealers of the country, although good progress has been made during the past year. It is felt that even better progress can be reported at the next annual convention. What the system seems to need is more publicity. One way to obtain this is by means of stickers.

## Council on Industrial Relations

One of the live issues before the convention was the continuation of the Council on Industrial Relations. Reports were made by L. K. Comstock, representing the National Association of Electrical Contractor-Dealers, and J. P. Noonan, president of the International Brotherhood of Electrical Workers. After a spirited debate it was decided by a large majority to accept the report of Mr. Comstock and to continue the Council during the coming convention year.



# To Increase Your Capital Build Up Your Credit\*

**More Capital Is an Urgent Need of the Hour for the Electrical Contractor-Dealer—Business Can Not Be Done on Credit Alone, but Credit Does Lengthen the Arm of Capital—Therefore, Better Business Waits for the Electrical Man Who Builds the Strongest Possible Financial Relationship with His Local Banker**

By ALFRED E. MARTIN

**E**VERY BUSINESS HAS its financial problems. Because the average electrical contractor-dealer is a graduate employee, he is usually long on technical phases but short on financial ones. His training has not fitted him to deal with discounts, credits, debits, finance, costs, charges, turnovers of both labor and goods, overhead expense and other kindred terms. Prior to his embarkation in business for himself, he has been guided, controlled and supervised by his employer. When he launches forth upon his own initiative, he leases a building, places his orders for a stock of merchandise, secures a few contracts and starts business upon his own responsibility. Many a man goes into the contracting and dealer business without sufficient capital and continues upon that same basis—"a shoe string business." Therefore, one of the first things he must ask for is credit.

Suppose you are that man. Let me ask you a question. What does it cost to run your business? Unless you know what your business is actually costing, you are in no position to ask and reasonably expect credit. The man who sells you materials, or lends you money will want to know and you should be prepared and willing to give him the desired information. He is entitled to it. If he has confidence enough in you to extend you credit, you ought to have enough confidence in him to render a complete analysis of your business. But are you in a position to do so, unless you keep a complete cost system?

Your system of bookkeeping should

be such that you can tell at the end of a fixed period:

1. What your present inventory shows, what your previous inventory showed and whether there was a gain or loss during that period in your inventory.
2. The extent, nature and character of your bills and accounts payable.
3. The extent, nature and character of your bills and accounts receivable.
4. The amount of merchandise, supplies and materials purchased.
5. The various items of overhead, the percentage of profit, whether your receipts and expenditures are increasing or decreasing and which and how much, the volume of business transacted, what per cent of it was labor, materials, supplies, overhead, profit or loss.

Such a system is a check and balance upon your business. It will enable you to make out not only an intelligent financial statement but your income tax return as well. If you do not have such a system you must get one, if you want to obtain credit from the credit man and the banker. The credit man and the banker are the outstanding characters and credit is the main topic in the commercial realm of today.

Consider your relation to your banker, who is your financial attorney. He is able to be this because he is an expert in finance, credit investments, markets, trend of prices and the causes and effects of the same. He is the business barometer of his community. The mission of the bank, primarily is the loaning and discounting of money and commercial paper; secondarily to render service to the general public. The banker is your friend.

Too many people look upon the bank and the banker as existing for the sole purpose of gathering in the shekels and doling them out miserly. This is a narrow and sordid view. The banker is more than the cashier. He is merely an employee of the bank. Back of him is the discount committee and back of them are the directors and back of them are the stockholders. Its money is not its own, but it is the aggregate savings of its stockholders and depositors. Bank officials must be conservative and judicious in lending and discounting other people's money. Its loans are made for the betterment of the community. A growing and expanding community presages a growing and expanding bank. Your success or failure means success or failure to your bank. Your problems are its problems. Then my friend let it help you solve your problems.

## Choosing a Bank

Many people believe that one bank is as good as another and accordingly patronize different banks. This is a serious mistake. One should be as judicious in establishing his banking relationship, as he is in choosing his fraternal order, or club, or friends. In choosing a bank, one should select an institution strong enough to accommodate the customers' needs; a growing and expanding institution that will beget growth, enthusiasm and initiative in its depositors; an institution that has service written large in its program of activities. Make that bank your financial home, get acquainted with the personnel of its employees, officers, customers and stockholders. Boost its stock and it will reciprocate by singing your praises. When you have made your banking connections, then

\*From an address by Mr. Alfred E. Martin, who is a lawyer in South Bend, Indiana, before the National Association of Electrical Contractors and Dealers in annual convention at Buffalo, July 20, 1921.

establish your line of credit. In order to do this, one must give his banker a financial statement.

### Why a Financial Statement Is Important

A great many people hesitate to give a financial statement to their banker. They hesitate to let others know about their finances. They want the bank to have confidence in them and lend them other people's money, yet they do not have the confidence in the banker which they should have. They do not see the necessity of such a statement and object to what they term "red tape." The property statement furnishes the facts upon which the bank bases its judgment as to the creditor's standing and the amount of money it can safely lend the applicant.

*Large assets are not always necessary to the creation of credit:* What is most desirable is, that credit be in relative proportion to the actual assets and in harmony with conditions which create and maintain it. *A merchant's capital is the sum of his net available resources, plus his credit.* The giver of credit is a contributor of capital, and becomes in a certain sense a partner of the debtor, and as such, has a perfect right to complete information of the debtor's condition at all times.

Credit is given a merchant because of the confidence reposed in him. Requesting a statement when credit is asked is not a reflection on one's character, honesty, or business ability, but is done to secure information to enable business to be conducted intelligently.

*When a statement is made it should be absolutely correct.* To make it so necessitates the taking of at least an annual inventory and the keeping of an accurate set of books. Statement giving, therefore, will tend to make a debtor a better buyer because he is more familiar with his stock, more conservative in incurring debt, more careful in giving credit to customers, and has a better knowledge of his business generally.

A merchant who desires to serve his own interests should recognize that his most valuable possession, apart from his actual assets is a sound, substantial and unquestioned reputation as a credit risk, and that, under the prevailing conditions and demands of business, the most effective, and eminently the best way to prove his basis for credit is to be

willing to submit a statement of his financial condition. The property statement is but one source of credit information, however; there are other sources such as the local tax duplicates and assessor's schedules and the records of the county recorder's and clerk's office showing litigation, judgments, mortgages, conditional sales and other matter, the traveling salesman who frequently interviews the local banker, inquiries and questionnaires sent out by large mercantile houses with whom the contractor

### "Lay Your Cards on the Table"

Many a business man when financially embarrassed keeps the matter a secret. This is a serious mistake. Seek the wisdom, foresight, courage and assistance of your banker and those with whom you have business relations. Your failure injures them and your success is their success.

deals, to local attorneys, bankers and others to be filled out and returned. The financier, whether banker, manufacturer, jobber or wholesaler is generally a wide-awake fellow, who usually keeps in touch with the doings of his particular locality. All this pertains to the establishing of credit and credit is the basis of finance.

### Factors of Credit

In determining the applicant's title to credit, the banker must take into consideration the borrower's ability to pay. This ability must be based on numerous factors. The careful lender before extending credit will always assure himself that the man asking for credit "knows his business." That is, has technical ability, which is an element entering into the finances of the business. Also the lender must know that the borrower has business ability, either native or acquired or both. Some one has said "other things being equal, the person who possesses native ability has a distinct advantage over his less fortunate competitors. The keen-witted, able-minded, aggressive man is far more likely to succeed in business

than the dull, slow-thinking and easy-going one." The experience of credit men is that there is an amazing amount of "dry-rot" in the management of business concerns. Slipshod methods and unprogressiveness are responsible for a large percentage of failures.

Another factor of credit is character. The Morris Plan Banks scattered all over the country have for their motto the following: "Character is the basis of credit." That is one basic factor in all credit, whether extended by banker or merchant. The credit-giver in sizing up the applicant will inquire whether he possesses honesty, good personal habits, diligence in business, frugality and punctuality. If he possesses these he is considered a "good moral risk."

But character is not the only element considered. A good moral character goes a long way in obtaining credit and funds. The applicant's capital is also carefully scrutinized. Financial strength, personal integrity and business ability determine success or failure. *Character, capacity and capital* are the three "C's" of credit.

An outward and direct evidence of financial ability in merchants is their promptness in meeting financial obligations. What are his payment habits? One of the greatest assets of a merchant is an untarnished credit reputation. Once impaired, it is very difficult to restore it. Injured credit has aptly been compared to "a broken piece of beautiful porcelain; you may put it together again and it may seem as good as of old, but the cracks are there and you cannot forget that it was broken." A wise dealer displays good financial ability when he distributes the maturing dates of his accounts and bills payable and not permit his obligations to be bunched, but are so distributed throughout the year, that he may meet them without serious embarrassment and employ his bank credit to the best advantage.

### Cultivate a Confidential Relationship

The wise business man cultivates a confidential relation with his banker. Owing to the banker's opportunity for studying the markets and industrial conditions and his great fund of information concerning financial, economical, industrial and business conditions he is able



to advise intelligently and can be of great assistance to his customer, if he knows the facts concerning his customer's business. Many a concern has been steered clear of financial breakers and kept out of bankruptcy through the advice, management and assistance of the banking interests of this country.

#### When Frankness Wins

Many a concern has been wrecked through financial mistakes which are preventable. Many a business man, when financially embarrassed keeps the matter a secret. He turns the key on his financial status and locks the true condition in his own breast and goes out, weighted down with this crushing burden and tries to stem the tide of the onrushing flood of financial disaster alone. This is a serious mistake. In the hour of disaster, seek the wisdom, foresight, courage and assistance of the houses with which you do business, your banker and those with whom you have business relations and "*lay your cards on the table.*" Your interests are their interest, your failure injures them and your success is their success. The combined efforts of all concerned, if promptly enrolled, will not only save your business from a financial wreck, but will start it on toward even more prosperous days.

### Time Payments and the Family Budget

Habit is the only tyrant that ever did use a velvet glove. Much of our daily work and thought it easy because done by force of habit. Hence the advantage of getting people in the habit of thinking electrical devices necessary to home comforts, of getting them in the habit of considering "electrical expenditures" a necessary item in the monthly household budget!

And this is one of the most important, if less obvious, results of permitting time payments. Most household budgets, it is true, are best not scrutinized too closely, but, nevertheless, they exist, if only mentally in the mind of the housewife. Each month she sets aside a more or less definite sum for the essentials—food, clothing, and so on. Now, if for five or ten months she has been setting aside a definite sum for the payments on that electric washer or electric range, by the end of that time she has formed a habit of providing for "electrical expenditures" in her budget.

And habits are more easily continued than broken. The electric washer payments may easily continue as ironing machine payments—the range payments may change

to monthly purchases of smaller appliances. In any case, it is up to the dealer; the housewife is receptive, provided always, of course, that the first purchase has been properly sold and serviced. Seize that psychological moment after the first time payment article has been paid up, and keep "electrical expenditures" on the family budget!

### Getting the Bride on Your Customer List

Where brides are concerned, electrical people can take a live tip from photographers and furniture dealers. The moment the newspapers carry the announcement of a girl's engagement the picture and furniture houses begin to pour literature into her mail—circular letters, catalogs, folders, post cards and booklets. And what these business houses lack in advertising art they make up in initiative.

Here are some of the things electrical dealers may profitably do, to get the bride on their list of customers:

1. Watch the newspapers for announcements of engagements and marriages.
2. Send newly engaged girls and brides a letter telling about the store—its location and its facilities for home electric service.
3. Send letter to brides suggesting that some of the wedding-present money be spent for electric appliances.
4. Offer to exchange duplicate electrical presents.
5. Send a list of the electrical appliances every home should have with details of time payment plan.
6. Offer services in laying out lighting and wiring plans of new house—or in modernizing equipment in old house, newly acquired.

### This Is the Way the People Flocked to See Cleveland's First "Electrical Home"

Opened Sunday, May 15

Closed Wednesday, June 15

Date	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
May 15 to 21 .....	15 3,004	16 752	17 786	18 749	19 1,139	20 860	21 509
May 22 to 28 .....	22 1,805	23 520	24 698	25 704	26 698	27 482	28 275
May 29 to June 4 .....	29 2,179	30 1,276	31 414	1 620	2 770	3 591	4 649
June 5 to 11 .....	5 2,902	6 728	7 768	8 814	9 903	10 703	11 492
June 12 to 15 .....	12 3,300	13 1,215	14 1,656	15 1,393			

Rain, Friday, May 27, 12:30 to 5 p.m.—Saturday, May 28, 1 p.m. to 10 p.m.

**Total attendance, 34,354**

Some indication of the keen interest aroused in the Cleveland "home electric" campaign may be gained by close inspection of this tabulation of the attendance from May 15 to June 15. This second electrical home in

Cleveland is well under way, and a third is following. Denver, Louisville, Ky., and Utica, N. Y., are the latest cities to start aggressive interest awakening campaigns built around the "home electric" idea.

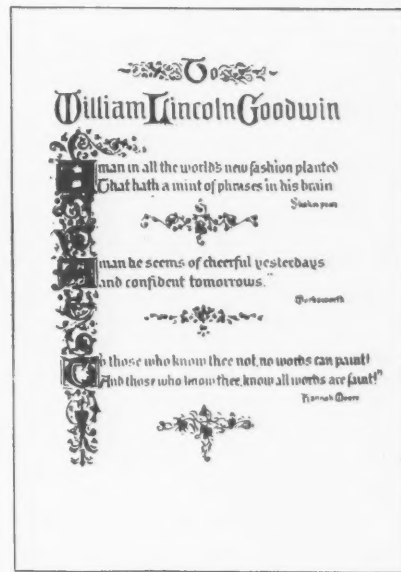
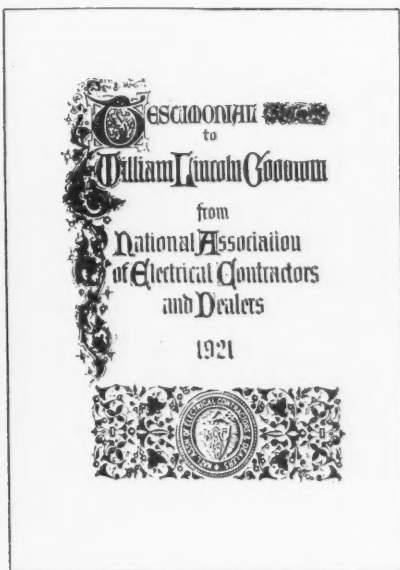
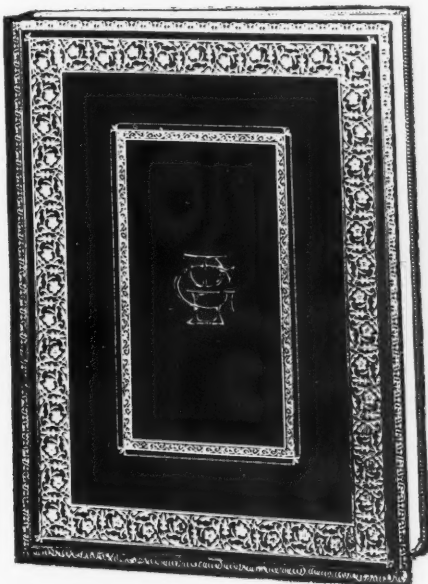
### Wiring Devices in the California Homes Electric

Robert L. Eltringham, manager of the California Electrical Co-operative Campaign, with headquarters at 710 Humboldt Bank Building, San Francisco, calls our attention to the fact that the five California Homes Electric were not equipped throughout exclusively with one line of manufacture of wiring devices, as indicated in the statement on the cover of the June issue of ELECTRICAL MERCHANDISING. "Bryant devices were not selected for these five homes," writes Mr. Eltringham, "but were used with similar devices manufactured by other concerns."



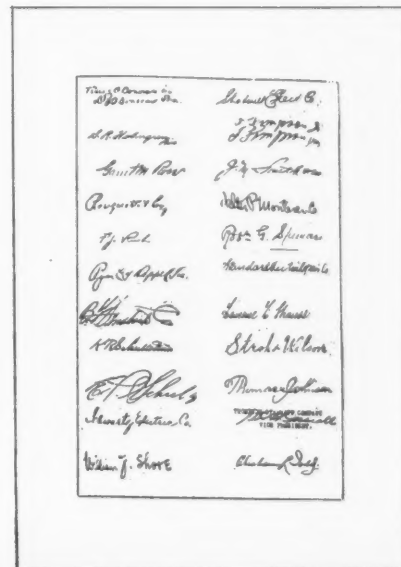
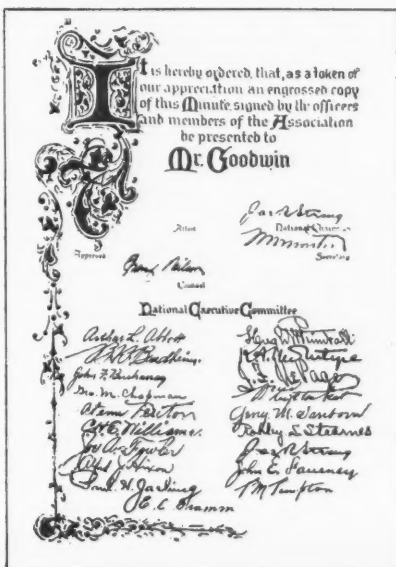
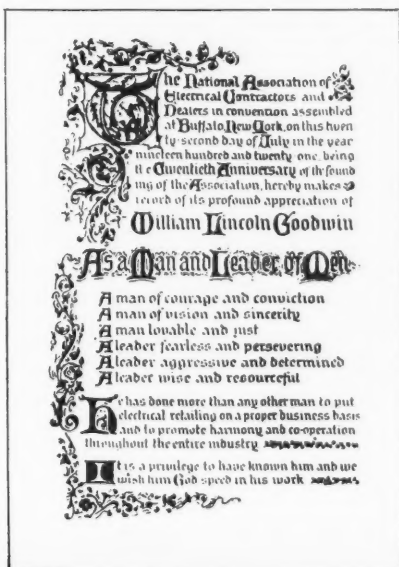
## Goodwin—"As a Man and Leader of Men"

*The handsome gold-embossed hand-illuminated testimonial tome containing tributes from the officers, executive committee and 1,800 members of the National Association of Electrical Contractors and Dealers, presented during the Buffalo convention to W. L. Goodwin, now in charge of the Society for Electrical Development*



**E**VERY now and then the American business man pushes aside the papers on his desk, or turns away from a customer, or stops the machinery, in order to stand up on both feet and give a hearty, well-earned, and sincere tribute to a man and a leader. That is one of the fine-spirited things in American business life. And that is just what happened at Buffalo, July 20, when the members attending the annual convention of the National Association of Electrical Contractors and Dealers forgot the other business of the hour while they expressed their appreciation of the work of W. L. Goodwin and gave their tribute to him "as a man and

a leader of men." The testimonial to Mr. Goodwin took the form of a resolution, unanimously endorsed, beautifully hand-lettered on parchment, and illuminated in color, signed by all of the members of the national executive committee and carrying also the actual signatures of more than eighteen hundred members of the association. The resolution and signatures, which were arranged alphabetically by states, cities and individuals, were bound within leather covers, hand-tooled and carrying Mr. Goodwin's monogram—a testimonial, in fact, fittingly designed to convey the appreciation, esteem, good will and affection of the members of the contractor-dealer organization.



# Setting Better Standards<sup>\*</sup>

## for Business Records

If Electrical Contractor-Dealers Are to Build Larger and Better Business as Electricity Becomes More Widely Used, They Must Know the Functions of Their Business, Better Understand the Kinds of Business Handled, and Learn How to Maintain Better Cost Records

By M. H. JOHNSON

**W**HEN ONE CONSIDERS the problems of the electrical contractor-dealer and reviews what has been done toward their solution, it is apparent that much more could be accomplished by setting up certain standards as to records and accounting. This makes comparisons easy and tends to better understanding of the questions needing study.

The following suggestions are put forward more with a view to having standards adopted rather than that these particular definitions and groupings are the best to be obtained. The main questions considered here are the most convenient divisions under which to treat the functions of a business—the kinds of business handled, and the expense items.

### Functions of the Business

The purpose of a business being to earn money, its necessary function can readily be put in three divisions.

1. *Selling*—by which is meant every effort to procure orders or sales of the wares handled.

2. *Executing*—these orders, including procuring the goods and placing them as required by the buyer.

3. *Financing and accounting*—covering the necessary fiscal activities and records of the business.

Grouping all activities under these heads requires a careful analysis which helps to check up unnecessary activities that sometimes can be done away with.

Many items of cost can be charged directly to individual jobs, like direct labor, materials and their transportation. These charges do not properly belong on expense accounts but provision must be made for them when estimating for bids or charging for labor and material furnished. They



Captured with the goods! Here is M. H. Johnson, Utica, N. Y., the one and only original "electragist." For the information of those who did not have a look at it, let it be said that between his fingers he is holding that little Greek root from which he has grown "electragist," a substitute for the cumbersome term "electrical contractor-dealer." Real estate agents have recently adopted the word "realtor" to designate one engaged in their business, and it may be that Mr. Johnson will be able to persuade the "electrical contractor-dealer" to adopt the substitute. At any rate, here's long life and happiness to the man who *does* find the needed word.

must be used in determining the costs of completed jobs. Such items have mostly to do with the executing cost.

These three divisions of activity are especially useful in handling expense items. Much advantage results from knowing the proportion of expense incurred for selling, executing and accounting separately. This advantage is greater when a further subdivision of expenses can be made

showing how much attaches to the various kinds of business done.

### Kinds of Business Handled

To make this possible, the business must be divided into groups or departments. It is apparent this cannot be done according to the kind of material handled. For instance, selling a lamp socket over the counter is a retail sale; selling a box of them to a mill is wholesale business, and when sockets are furnished on a wiring installation, it is construction work. Our business is capable, however, of four general groups and numerous subdivisions according to general character.

*Construction*—All business in which material is installed and labor therefor furnished.

*Lamps*—All incandescent lamp sales.

*Supplies*—Miscellaneous material sold without labor.

*Automobiles*—Vehicles, batteries including their repairs and accessories.

Further subdivisions are advisable for a large general business. Those concerns which specialize closely in some cases need other groupings.

### Construction:

1. Interior wiring, conduit work including all fittings installed therewith.
2. Fixtures including all electric lighting appliances and installation of same.
3. Lighting plants, including all prime movers, generators and their installation.
4. Outside construction, pole line, underground and railway work.
5. Motors, controllers and commercial motor appliances and repair work.

### Lamps:

6. Standard incandescent lamps.
7. Auto and Miniature lamps.

### Supplies:

8. Motor driven domestic appliances including washers, cleaners, icers, etc.
9. Retail store sales, including heaters, cookers, wireless apparatus, battery lights, etc., not otherwise classified.
10. Wholesale business with industries and bulk purchases.

<sup>\*</sup>From a talk by Mr. Johnson at the annual convention of the National Association of Electrical Contractors and Dealers, Buffalo, July 21, 1921.

11. Seasonable articles covering fans, toys, Christmas tree lights.
- Automobiles:
12. Industrial, commercial and passenger motor vehicles.
13. Storage batteries and repairs on motor car electric equipment.
14. Supplies for automobiles.

Each group is capable of subdivision when required.

### Determining Cost of Work Essential to Success

To determine the cost of work with accuracy is essential to success. Only in this way is intelligent bidding possible, and without it no knowledge can be had of results as work is progressing. It is on this point that the electrician working independently on one job at a time has an advantage over the Electragist running several jobs at once who does not know the exact cost of each. The flat cost is not difficult to keep track of but the flat cost must usually be raised 30 per cent to 100 per cent to obtain the complete cost. This difference consists of expense items and careful handling is necessary to attach them to the flat cost accurately. All expense items must be kept track of to give even a rough idea of complete costs. The simplest method is to find the total of all expense in a given period of time by means of one expense account and dividing by the sales to get percentage of expenses. When making estimates or finding selling prices profit and expense percentages are added and this sum taken from 100 per cent. The remainder is divided into the flat cost, using this formula:

$$\text{Selling Price} = \frac{\text{Flat Cost}}{100\% - (\text{Expense \%} + \text{profit \%})}$$

Example:

Flat cost of labor and material being .....	\$130.00
Total Expenses being .....	25%
Net Profit Wanted .....	10%

$$\text{Cost} = 1.00 - (.25 + .10) = \frac{130.00}{.65} = \text{Selling Price } \$200.00$$

It will be noted that the flat cost must be marked up about 54 per cent to provide for 25 per cent expense and 10 per cent net profit.

### Splitting Up Expenses

The consideration of all expenses as one item is sufficient only for concerns doing a small and simple business or with executives of unusual capacity for details. Better

control is had by dividing them so the expense of selling, labor, material and credit accounts, bear their proper share over and above that attaching to all the business done. Some expenses fall wholly in one of these items but others must be split up for proper location.

The principles involved have been used to advantage in other lines of business and consists in the method of dividing certain expenses. A building account is used to take all housing items as rent, fuel, light or all costs of owning the building. This total is divided by the floor space and can then be attached accurately to the main activities of the business. In this way the cost of floor space used as salesroom can be charged to selling and subdivided to sales groups according to the amount and location of space used by them. Certain other items have only to do with material handled—others only relate to labor—others to credit accounts with customers—still others are of so general a nature that they must be charged as a percentage to all business done. This is shown more in detail below:

**Collection Expense**—Customers' cash discounts, bad debts, legal costs, salaries and expenses of collectors and bookkeepers, postage and office supplies, used for billing and collecting, interest on value of accounts receivable, cost of space used by accountants. Total is divided by charge sales to give percentage.

**Selling**—Advertising, publicity, commissions, salesmen's selling and traveling expenses, cost of floor space used for selling and display. Interest on selling equipment, signs, etc., and goods kept for display. This account can be further divided to correspond with sales groups if desired.

**Building Expense**—Rent, light, heat, cleaning, repairs, or equivalent costs of owned building. This account is charged to other expense accounts according to the square feet used.

**Labor Expense**—Employers liability insurances, salary and expenses of superintendence, expense labor, interest on wages paid for and not charged to customers and on cost of tools, etc. Total is divided by direct labor to give percentage.

**Material Expense**—Freight, express, cartage, insurances on merchandise, stock room salaries, interest on inventory cost of space used. Credit for all cash discounts received. Total is divided by material used to give percentage.

**Automobile Expense**—Maintenance of vehicles, interest, depreciation and insurance with cost of drivers and mileage record. Total is charged on mileage basis to proper account.

**Financial Expense**—Interest on the entire capital used should be credited to profit and loss account and all of this amount not charged to the foregoing expense accounts as specified

should be charged here; also interest on borrowed money and expense incurred to raise money.

**General Expense**—Salaries, supplies and other expenses not above allocated, including balance of building, automobile and financial accounts if any remains of these after charging as indicated. This total divided by sales is general expense percentage.

It will be noted that this system of keeping expense accounts is capable of great refinement. When no subdivisions are considered, the complete cost is obtained by this means.

### Cost of Transactions

L = flat Labor cost plus labor expense.  
M = flat Material cost plus material expense.

L plus M = Rough cost.  
Percentage collection expense C%  
Percentage sales expense S%  
Percentage general expense G%  
Percentage net profit expense P%

Gross Margin = C plus S plus G plus P  
Referring to the former equation:

$$\frac{L \text{ plus } M}{1.00 - (C \text{ plus } S \text{ plus } G \text{ plus } P)} = \text{selling price.}$$

Example:

Labor cost .....\$40  
Labor expense (10%)... 4  
\$44

Material cost .....\$80  
Material expense (7½%) 6  
86

Rough cost ..... \$130

Collection expense ..... 6%  
Sales expense ..... 9%  
General expense ..... 10%  
Net profit ..... 10%

Gross Margin ..... 35%

$$\frac{\text{Rough cost } \$130}{1.00 - .35} = \$200 \text{ selling or bid price}$$

This system will give accurate results when all the business handled is of similar character and the seller can set his own price on all of it.

Such conditions do not exist in practice. Most electragists sell lamps, motors and appliances with a fixed margin which they do not control and obviously the expense varies greatly. Even the concern who handles only one class of work must take jobs of different size and complexity which involve different proportions of expense.

### Costs of Different Kinds of Work

With the division already indicated much can be done by careful study of the figures obtained and a rough approximation made of the variation of expenses for different kinds of work. Good business principles require that flat costs be kept of all sales handled which in turn shows the gross margin so the comparison of it with total expenses indicates what net profit is being derived from the business.



It is possible to learn quite accurately the basic cost of certain procedures without reference to the amount of the transaction as for instance:

Making a cash sale;  
Making a charge sale;  
Receiving a payment on account;  
Cost per month of each past due account.

A very common mistake is made in these matters by assuming that because the time used in these transactions is paid by the week or month a few more or less transactions will not affect the total cost. When a business is properly organized, each individual should be loaded with as much work as can be properly handled. Under these conditions more transactions can be handled by the same force for a short time but in the long run, it will cost more either as poorly done work, increased salary, or additional clerical help.

The argument is often made that a concern can increase its sales by so many dollars or so many transactions per month and not increase expenses proportionally. This is never true unless the organization is not well fitted to the business it handles. In fact, it is generally true that an increased volume of business imposed on a well organized concern will increase the percentage of its expenses. The increased discounts offered for large purchases compensates for this increase of expenses but the existence of this condition should be kept well in mind when arranging for expansion of the normal, volume of business handled.

#### Devising Short Cuts and Cost Saving Plans

Estimating the cost of regular transactions gives useful data for selling prices and also compels careful study of the routine used so that short cuts and costs saving plans can be devised. The data obtained as to costs attaching to labor, material, credit accounts and to all business as sales expense and general expense, must be carefully considered in settling prices on goods and in deciding what volume of business will be handled of those lines where the mark up is fixed.

It is apparent that when other conditions are similar the greatest profit will be earned by the concern which is guided by accurate knowledge of its own costs as it will get profitable business for which its competitors have asked too high a price and leave for its competitors the

business on which they have made low and unprofitable prices.

Every business should be conducted on a plan covering approximately the volume of each kind of business that will be handled, the margin it will afford and expenses to be incurred in doing it. The plan should also include such changes in

### Now Comes "Electragist"

By M. H. Johnson

OUR business is perhaps more technical and scientific in its public contact than most others. We should therefore have a concise vocabulary to permit of clear and forceful statements. New words and meanings are being added to our language in a purely haphazard way. For electrical purposes some more intelligent method should be used.

Perhaps our keenest need is a word meaning "Electrical Contractor-Dealer," so an attempt has been made to find it. "Electric" being of Greek origin, the idea at once occurs of combining it with the Greek root of our verb to lead or act. An inquiry on this line was sent to many libraries, universities and similar sources of knowledge. Dr. Robert M. Yerkes, chairman of Research Information Service of the National Research Council, took the matter up. The result is a very scholarly opinion by Prof. Henry S. Washington of the Geophysical Laboratory, Carnegie Institution, Washington, D. C. The suggestion is to combine "electric" with the Greek word meaning "to lead," developed in this manner:

**Electrâgy**—Name of the trade or business of Electrical Contractor-Dealer.

**Electrâgist**—A person conducting such a business.

**Electrâgician**—A person working at the business.

**Electrâgize**—A verb—to work at the business—or to provide electrical equipment.

**Electragic**—An adjective—relating to the business.

These words have been submitted to a number of prominent men for approval. They are convenient, euphonious and correct from a scientific standpoint.

operation as should be made when the expected business can not be procured. By this means conditions of depression can be met without unnecessary loss and early advantage taken of revival. The plan referred to also affords protection against handling too large volumes of low margin business, and it also throws into sharp relief the effects of price cutting to increase volume of sales.

Collection expense is a very unsatisfactory item because it seems in a way unnecessary; a 2 per cent ten day discount does not eliminate it; 5 per cent discount for cash on delivery practically covers the average billing and collection costs.

The sales expense is more easily controlled than most other expenses and requires more care and judgment for proper adjustment. The selling expense of any particular group should vary with the margin it will yield. The amount permissible for publicity and salesmen respectively is open to question. Good practice seems to indicate that the total sales expense should take one third to one half of the margin. Perhaps it is inaccurate to charge the general expense as an even percentage over all kinds of business but accurate allocation requires careful study. When close accuracy is wanted, each item entering the sales expense can be split according to the division of sales by approximating the proportion of it belonging to each.

#### How to Analyze Your General Expense

Analyzing the general expense calls for the same process except that every item is first separated into sales, executing or accounting expense. It is not advisable to carry out this great detail continuously except in special cases as the cost of doing so is considerable. However, it is worth many times the cost to keep the expense accounts in the manner indicated. In fact it is quite as easy as to keep them as one account or to put similar items in one account regardless of the purpose of the expenditure, which is the common method.

By placing the expenses in the accounts named, the percentage and other data are to be had when wanted. They can be subdivided to any extent required and in no other way can this data be obtained with equal ease and accuracy.

#### If I Were a Wireman—

I would strive to be a first class wireman. When working in a customer's home I would try to make as little muss as possible. I would always use drop cloths wherever possible, so as to avoid getting plaster or dirt on the rugs, or furnishings, of the home. When necessary to remove base boards or flooring I would try to avoid splitting them, and would see that they were replaced in as good condition as when I found them. I would do my work so well that the customer would be pleased and would recommend my company to his friends.

—George E. Dunn,  
Public Service Company of Northern Illinois.

## Your Competitor Who Underbids You

BY RICHARD NEWBECKER

I do not believe there is an electrical contractor alive today who at some time or other has not run across a competitor who tried his level best to underbid him at every opportunity he got in bidding for a certain job of work.

This type of competitor is always more dangerous when work in his line is dull, than otherwise. At these times, his only ambition seems to be to obtain the contract without regard to whether he makes a profit on the job or not. Every contractor, no doubt, has figured on wiring of fixture jobs where it was specifically stated that the job would go to the lowest bidder. And he may have made his figure as low as possible, consistent with first-class materials and workmanship, only to find that he was away off when his competitor or competitors submitted their figures.

Such experiences may certainly have discouraged the contractor at times, and it is truly regrettable that conditions like these do exist in certain communities at the present time. Luckily, however, the remedy lies with the electrical contractor himself.

### Customer Gets What He Pays For—No More

Mr. Contractor, this very day there isn't a line of business that you could enter where you would not find the fellow present who always sells his goods or services cheaper than you. If you try to meet his figures in a fair and square manner, he will again and again underbid you until the last vestige of profit is wiped out and business is done at a loss.

The problem is—how to convince the building public that they are hurting themselves by engaging in a contest and having one contractor underbid the other, and that, in the end, they usually suffer the just penalty they deserve, in having work done that will hardly pass inspection, or having poor materials put into the wiring of the house, the building of which is, in the majority of cases, their life's ambition. This is all not such an easy task, especially if Mr. Underbidder's figures amount to a difference of a week's income or several weeks' income.

One thing, however, that will help

considerably to keep work away from Mr. Underbidder, and convince the building public that it is really losing money by patronizing him, will be to make the building public well aware of the fact that a man generally gets what he pays for, and no more, frequently less. This holds true both in the case of cheap electrical labor or cheap labor and cheap materials combined.

Another thing is that when a man tries to save a few dollars by the use of a cheap electrical contractor and work at a low price, he as a rule generally gets even more inferior workmanship and materials than he bargained for. Besides, mistakes made under such conditions may show up throughout the life of the wiring and cause annoyance in

the future through necessary repairs.

If wiring contractors would keep these few principles in mind and thoroughly convince their clients-to-be of these facts, so that they would clearly understand the difference between the grade of workmanship and materials Mr. Underbidder furnishes, and the kind of labor and material he will get if he gives his wiring job to some bona-fide electrical contractor whose bid may not be lowest in price but whose workmanship and material ranks highest, many jobs would be secured which Mr. Underbidder now secures and the time would not be long before Mr. Underbidder would die a death of business starvation caused by his own cut-throat methods.

## Suggested Definitions for the Electrical Contractor-Dealer

*THE NEED of certain definitions and terms in the electrical contractor-dealer business is very obvious. Much misunderstanding and loss of time results from the vague meaning of many of the expressions used, and progress is somewhat hindered by the lack of proper words with which to express the thoughts intended. The following definitions were suggested by Mr. Johnson in his convention paper on the preceding pages:*

**Cost:** Amount expended for material or service or their equivalent.

**Flat Cost:** Amount expended for direct labor and material used.

**Rough Cost:** Flat cost plus expense relating only to labor and material.

**Complete Cost:** Rough cost plus proper proportion of all expenses of the business.

**Capital:** Amount permanently invested in a business.

**Capital earning** is the annual net profit divided by the capital.

**Capital impairment** is the losses deducted from permanent investment.

**Capital increment** is the earnings permanently invested in the business.

**Capital turnover** is the annual sales divided by the capital.

**Expense:** Amount expended in a business for items which cannot be included in flat cost.

**Expense labor** is service paid at hourly or daily rate and not included in flat cost.

**Expense materials** are those used in a business that are not included in flat cost.

**Equipment:** Appliances of every kind used in a business except stock.

**Inventory:** Value of merchandise in stock.

**Mark Up:** Amount added to flat cost in making selling price.

**Margin:** Difference between selling price and cost.

**Gross margin** is difference between selling price and flat cost.

**Net profit or net margin** is the dif-

ference between selling price and complete cost.

**Profits:** The accumulated net margin of all sales in a given period.

**Percentages** are always computed with selling price as divisor (unless otherwise specified).

**Merchandise** is material bought or carried in stock for sale.

**Inventory turnover** is cost of all merchandise used in a year divided by the average inventory.

**Wages or Labor** is the amount paid to mechanics (mostly for production work on hourly or daily rate).

**Merchandise rate** is the number of months supply carried in inventory.

(Divide inventory by cost of material used each month.)

**Price** is amount charged for anything. (Selling price.)

**Sales** is the aggregate price of all sales in a given period. **Sales rate** is number of months taken to turn the capital over. (Divide capital by monthly sales.)

**Receivables** (accounts receivable) is the amount of sales unpaid for and collectible. **Receivable turnover** is amount collected in a year divided by the average value of receivables.

**Salary** is amount paid for nonproductive service, mostly on weekly, monthly, or annual rate.

The word **turnover** is used always on an annual basis indicating how many turnovers are made per year.

The word **rate** is used in reference to the time required for one turnover.



# Little Oversights That Eat Up Profits

By Carefully Watching These Ten Frequently Overlooked Hidden Losses, the Dealer May Be Able to Do a Better Business This Year Than Last

By J. S. OLDER

**T**ODAY economy in the conduct of business is all important. The days of reckless spending are over and many business men are not only taking inventory of their stocks but also of their methods of doing business. Expense items are being watched more closely than ever before, yet the average electrical dealer would find it mighty hard to give an accurate account of his various store expenditures.

The big fixed expenses are known with reasonable accuracy. The dealer takes these definitely known expenses as a basis of figuring his cost of doing business, but often overlooks many important and expensive little items and allows these small items to eat away a great deal of his profit.

Indifference to these facts or failure to take time minutely to examine every angle of a business is responsible for many business failures. It is therefore the duty of every electrical dealer to get at the very root of his business, to know all his expenses in detail, and then make a systematic effort to stop every leak which is robbing him of his profits.

The following are ten frequently overlooked hidden losses—ten common oversights. By carefully considering these, the dealer will be able to see whether or not he is overlooking some simple, plain case of covered-up and unrecorded loss:



1. Not figuring your salary as an expense. Whether you take the money from the till as you need it for personal use, or pay yourself a fixed sum per week or month, your salary is most certainly a part of the general operating expense. Taking money as you need it makes the listing of it as an expense impossible. Pay yourself a fixed amount at regular intervals and

enter it on your records. Almost as bad an oversight is the taking home of goods without charging them to



Many a dealer hunts in vain for profits that have vanished. Perhaps all through the year he had believed he was making a profit, only to find out when he does check up that there are none. Why? Probably because "small leaks will sink a great ship," as old Ben Franklin said.

yourself on the books. Always charge your personal account with goods you take from stock.

2. Goods buried on shelves, and failure of stock record to show this. Goods allowed to lie on your shelves months at a time without a systematic effort to dispose of them clearly makes this a loss, as ultimately they will have to be sold at reduced prices in order to get rid of them. Make your stock record show all goods on your shelves. Figure what it costs you to have these goods lie idle. Consider the interest on your investment and the value of the space they occupy. Also consider how much more profitable it is to close out shelf clingers and invest the money in goods that are readily salable.

3. Disregarding depreciation on goods and equipment. There is always more or less depreciation—spoilage, breakage, etc.—things which decrease their value. Your equipment is likewise affected by depreciation, and while it may be hard accurately to trace this expense, it should be taken into consideration.

4. Failure to take discounts. When you fail to discount a bill you add that much expense to your business. The discount represents an amount you can save. Passing discounts may be necessary, but it takes away a part of your profit. Therefore it is best to make it a strict rule to discount every bill possible, even if necessary to borrow the money.

5. Unsystematic bookkeeping. Carelessly kept books are a source of expense because they often serve to hide other expenses and keep your business from being efficiently managed.

6. Unsystematic deliveries, where the business requires deliveries. Deliveries which are not planned systematically waste the time of your help and often result in dissatisfaction on the part of your customers. By studying your delivery system carefully, you can undoubtedly find the most efficient plan. You must not only figure deliveries as an expense, but also the cost of unsystematic deliveries.



7. Disregarding losses sustained by offering "mark-downs" or specials. "Mark-downs" and special offers to attract trade into your store,

though productive of more business, are real expenses because their selling price may often equal or be less than cost price. These are often necessary, but they should be recorded with other expenses.

8. Bad accounts not figured. Bills against customers from whom it is hard to collect, or which are never paid, are an expense often entirely overlooked. By giving close attention to all book accounts and credits this expense can be reduced to a minimum.

9. Lack of understanding or en-



thusiasm on the part of your salespeople. You always compute the wages of your sales force among your expenses, yet you may overlook the fact that your salespeople sometimes do not produce results in proportion to their salaries. Lack of enthusiasm, listless selling, ignorance of good merchandising on the part of your sales force are real expenses.



10. Loss of customers. Customers have a cash value in proportion to the amount of trade they give you. If you lose a customer by offending him or her through indifferent service, this is an expense to you and should be figured as such.

These ten items constitute ten expenses, or causes for expenses, which are quite often neglected or overlooked. This list of expenses has been itemized, not so much for the purpose of the individual items, as for the purpose of bringing to your mind a hundred and one other items of expense which are ordinarily not mentioned in articles of this kind.

For instance, very few dealers have the proper conception of a show window, which can be either an expense or a profit. If the window is well filled with seasonable electrical appliances, then it becomes an asset and a profit producer, for it induces people to come into the store to make purchases. But if the window is allowed to stand idle, or if it simply contains a lot of boxes or other unattractive merchandise, then it really becomes an expense. First, the show window is worth a certain rental price. If it is not properly used, then the rental is simply an added expense to the business. Second, neglect to make use of the show window has a tendency to reduce your sales and therefore the lost sales mean lost profits, and lost profits can be looked upon as expenses, even though this is not correct according to present day accounting principles.

In the same way, a store interior can be either a profit or an expense, or, perhaps more correctly, an asset or a liability. Many people object to shopping in stores that do not have an attractive appearance. On the other hand, a store with attractively displayed merchandise attracts trade, and is the best advertisement.

Take your repair shop, for instance. If your tools are not kept in place, much time is lost in looking for them, and the time of your workmen is a real expense if it is wasted in having to look for tools. Even the floor of the workroom can be an expense if it is constantly littered up and reduces the efficiency of your help.

Eternal vigilance is certainly the price of retailing success, and it frequently takes a microscope to find out where you are unconsciously throwing away money.

It is not always easy to find these hidden items of expense, but they can be found. Often expense items of a few cents or a few dollars seem so insignificant that they receive little or no attention, but if these few cents or dollars are carelessly spent, often enough the total in a year's time means a great deal in the profit and loss showing on your yearly statement.



A very good way of eliminating all unnecessary expenses is to write down in a book every item of unnecessary expense, as well as the larger items of necessary expense. At the start this may seem an unnecessary waste of time, but if this plan is followed for a month, and if a systematic effort is made to discover all items of expense, you will find that by exercising greater care and by training help to aid you in eliminating all unnecessary items you will soon save enough to make the effort worth while. Nothing is ever gained without an effort. Retailing today is becoming more and more of a science, and the electrical dealer who wants to make his business a real success must take care of the pennies so that the dollars will take care of themselves.

### **Illuminating Engineering Society at Rochester, N.Y., Sept. 26 to 29**

The fifteenth annual convention of the Illuminating Engineering Society will be held in Rochester, N.Y., Sept. 26 to 29, 1921. The Powers Hotel has been selected as convention headquarters.

The committee on papers has arranged a program which offers a wide variety of scientific and commercial interest. Special provision is being made to make the visit of ladies enjoyable and interesting.

### **Newspaper Advertising Is Cumulative in Effect, Over Five Years**

"It has been figured very carefully that if you spend \$5,000 this year for advertising you will have \$4,000 worth of that advertising value coming to you next year, and \$3,000 the next, \$2,000 the next and \$1,000 the next. Thus, the \$5,000 that you spend this year will have pulling power in diminishing ratio through five years," declares an Eastern advertising man.

"But it won't have that pulling power," he goes on, "unless you add to it and keep it alive. So, if you put in \$5,000 this year for advertising and \$5,000 next year, you will really get \$9,000 worth of advertising next year. You put in \$5,000 in the third year and you have \$12,000 worth of advertising; that is, you secure this effect in your third year if you keep your work going right along. That runs to a certain period and begins to build up again.

"Therefore a man beginning in business should use from 7 to 10 per cent of his gross in advertising. If part of his business is with nationally advertised commodities, he can reduce that 7 to 10 per cent to 5 or 7 per cent in the beginning of his business. When he gets well established he can do very well with from 2 to 5 per cent of his gross, and if he is handling national products, he can easily go down to from 1 to 3 per cent of his gross."

### **A Brief for the Broom**

Probably there isn't an easier or more forceful way of getting over the message of the vacuum cleaner than by hauling out an old broom and displaying it side by side with a sparkling new cleaner, in the store window. And yet, is it quite fair? Is it fair to the passers-by, to say nothing of the broom manufacturers? After all, the broom has its functions and own sphere of influence—we all have vacuum cleaners, but, if you'll notice, we usually have one or two brooms around the house, too! Good advertising does not, and never will, consist of knocking a competitive article, but in boosting one's own. As one broom manufacturer has said, "The greatest good in the world is accomplished through friendly enlightenment and persuasive suggestion, rather than by forcible and retaliatory methods."

# There's Electric Help to Sell to Every Business Man in Town

**O**NE day last week a college student strolled into the post office of a quiet little New England town. After getting a money order he told the postmaster that he was earning his next term's expenses by selling subscriptions to national magazines.

"Who's that man over at the writing desk?" the young man asked the postmaster.

"Oh, him? That's just Jake Griffiths, the grocer. You can't sell him anything."

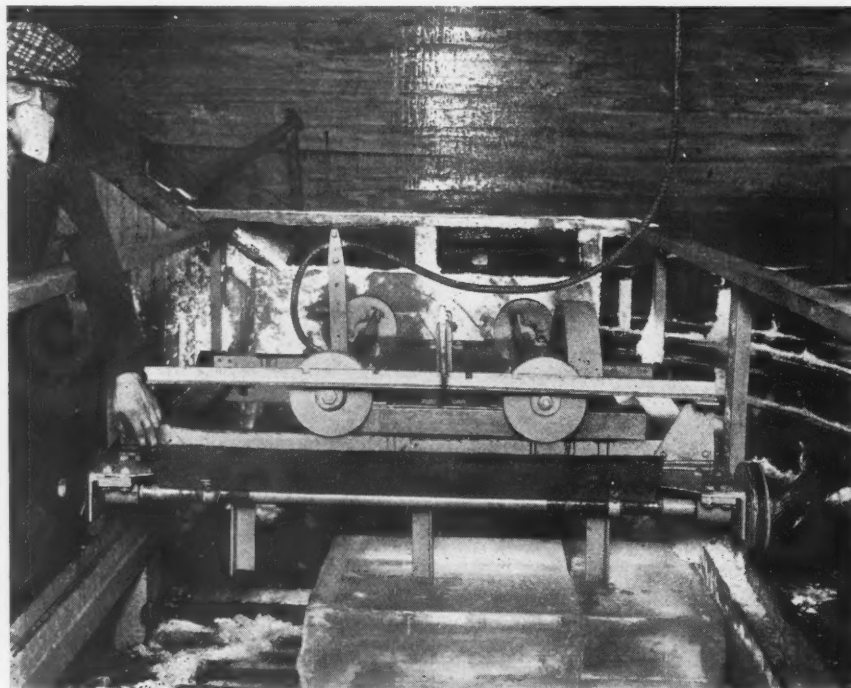
"Can't eh? Watch this!"

And in five minutes Jake had been shown an article on what the suburban grocer can learn from the chain store man, a story by a man born in his own county and an edi-

torial that he agreed with. In six minutes he had subscribed.

Selling things is partly a matter of viewpoint. The postmaster had known Jake all his life—had seen him every day. Jake was just the grocer. But to a boy making minutes count, that grocer was an interesting American, ready to buy anything he wanted the minute someone convinced him that he really wanted it.

Every town has its grocer. And every grocer sells coffee; and can be convinced that an electric coffee grinder will save him time and energy, and add materially to the appearance of his store. Now is the time to do that convincing and selling!



## Cutting Cutting-Costs Electrically in the Ice Business

**I**T doesn't take an Einstein to figure out that twenty-five pounds of ice can be cut in a dozen different shapes. To the housewives who are used to having their allotment of crystalline heat-dispeller delivered in obelisks, cubes, pyramids and duodecahedrons in rapid succession, the news of the electric ice-saw will be welcome. For the electric saw will make it unnecessary to build a rubber ice-box.

In Oklahoma City the New State Ice Company found out the most convenient

shape for a block of ice. And then the company installed an electric ice saw that would cut the same size and shape as long as the ice and the watts hold out. An electric motor drives a circular saw which is mounted on an overhead moving platform. The cross-carriage is adjustable and takes the guess out of the cutting job.

Running at capacity, it is stated that the new saw will duplicate in one hour the work formerly accomplished by eight men in an hour and a half.

**The Six Pictures at the Right Show Some of the Electric Helpers That Can Be Sold to Every Electric Shop's Industrial Neighbors.** →

### Opportunity No. 1

**Y**OUR grocer-neighbor will like an electric coffee grinder, not only for the time it will save him but for the up-to-date air it lends to his store. One grocer who recently installed one says people buy coffee now just to see how the machine works! Many grocers also carry cooked meats, which means the sale of an electric meat slicer for the first electric man who sees the opportunity.

### Sale No. 2

**H**AS your nearest machine shop an electric drill? Now's the time to drop in and make certain. Hot weather makes the story of electric work-saving particularly welcome. One of the advantages of a drill of this sort is its portability. It can be clamped wherever it is needed most, with no belts to lace or pulleys to line up.

### Neighbor-Prospect No. 3

**H**ERE is a compact little money-maker for your neighbor who runs the garage. As you've noted, it is a neat motor-generator for charging the storage battery without taking it out of the car. Transients on tour, as well as regular customers, will appreciate the service this outfit makes possible. The machine is light enough to take to the private garage of a customer when occasion requires.

### Industrial Tip No. 4

**I**N the laundry or necktie factory a battery of electric irons will save time and temperature. Connecting up each iron with a small lamp makes it easy to see when the irons are "on." It is a well known fact that supplying modern working equipment to employees raises the standard of their output. Electric ventilating fans can be used to advantage where work of this sort is done.

### Next Door Order No. 5

**W**HETHER the order is for thick sirloin for broiling or chopped round for meat loaf, your neighbor the butcher can use electric help to advantage. An electric knife sharpener and an electric chopper will prove equally helpful to him. For a sizeable installation he will need a starting device for the motor and substantial current leads feeding it. And while these are being put in he really might just as well invest in a few good fans.

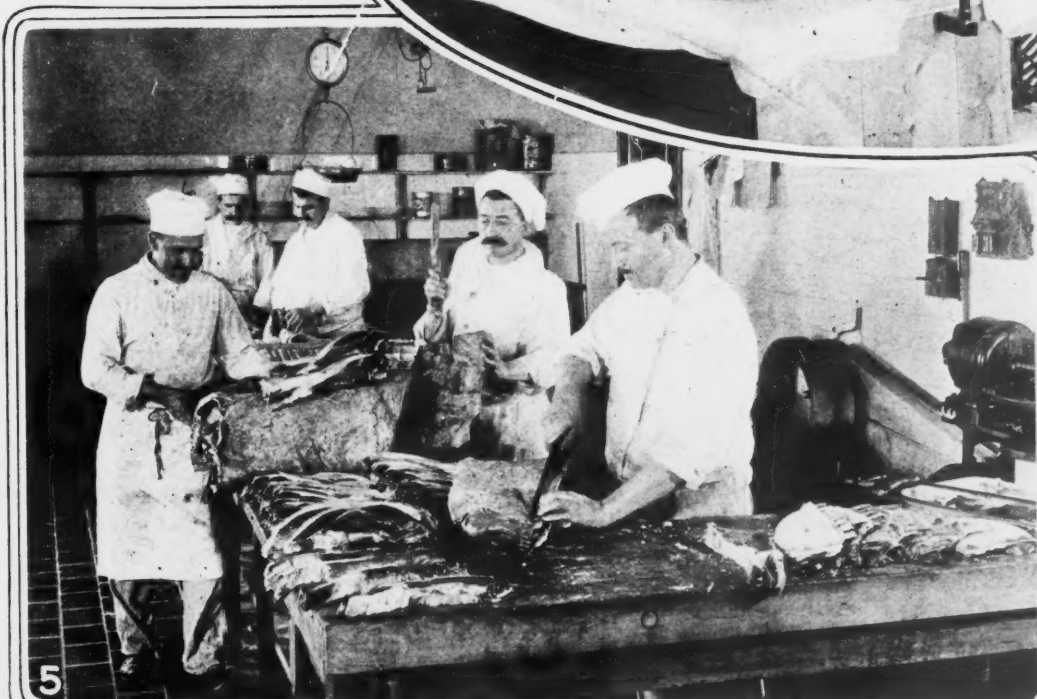
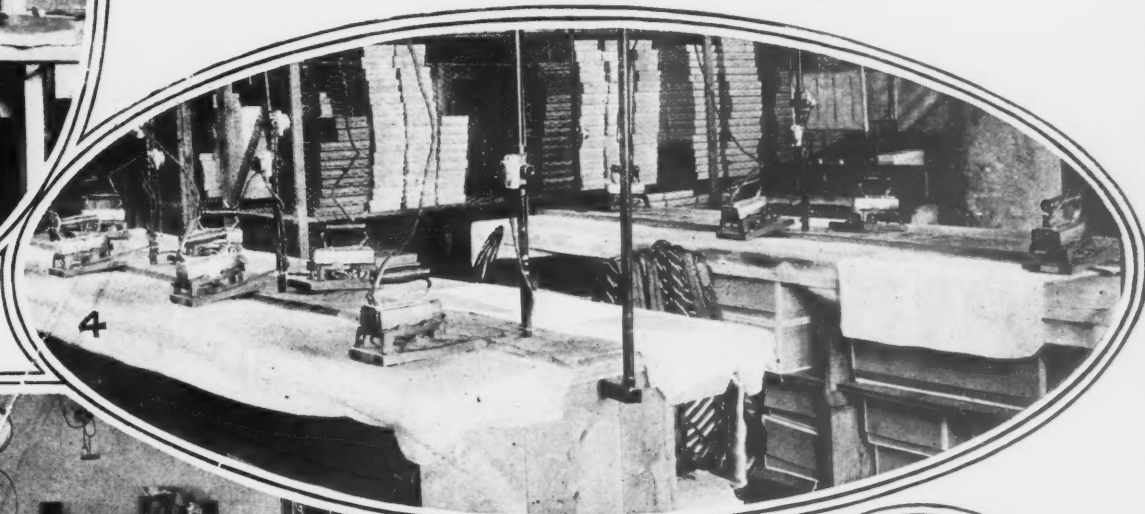
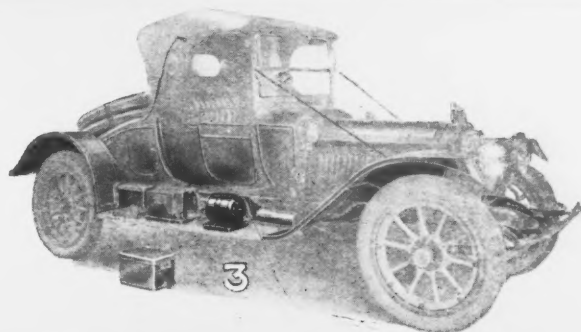
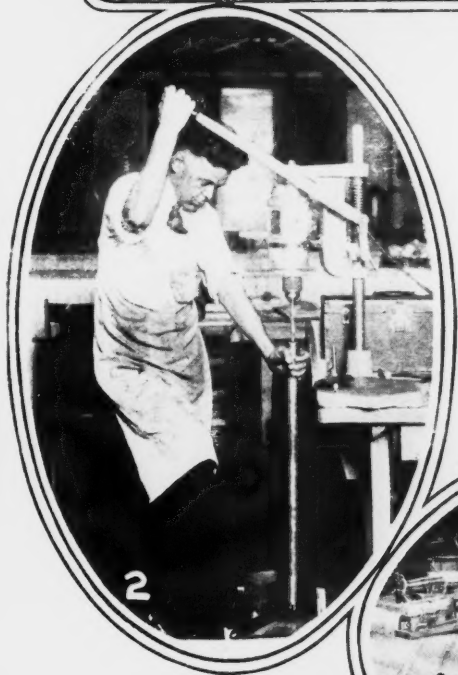
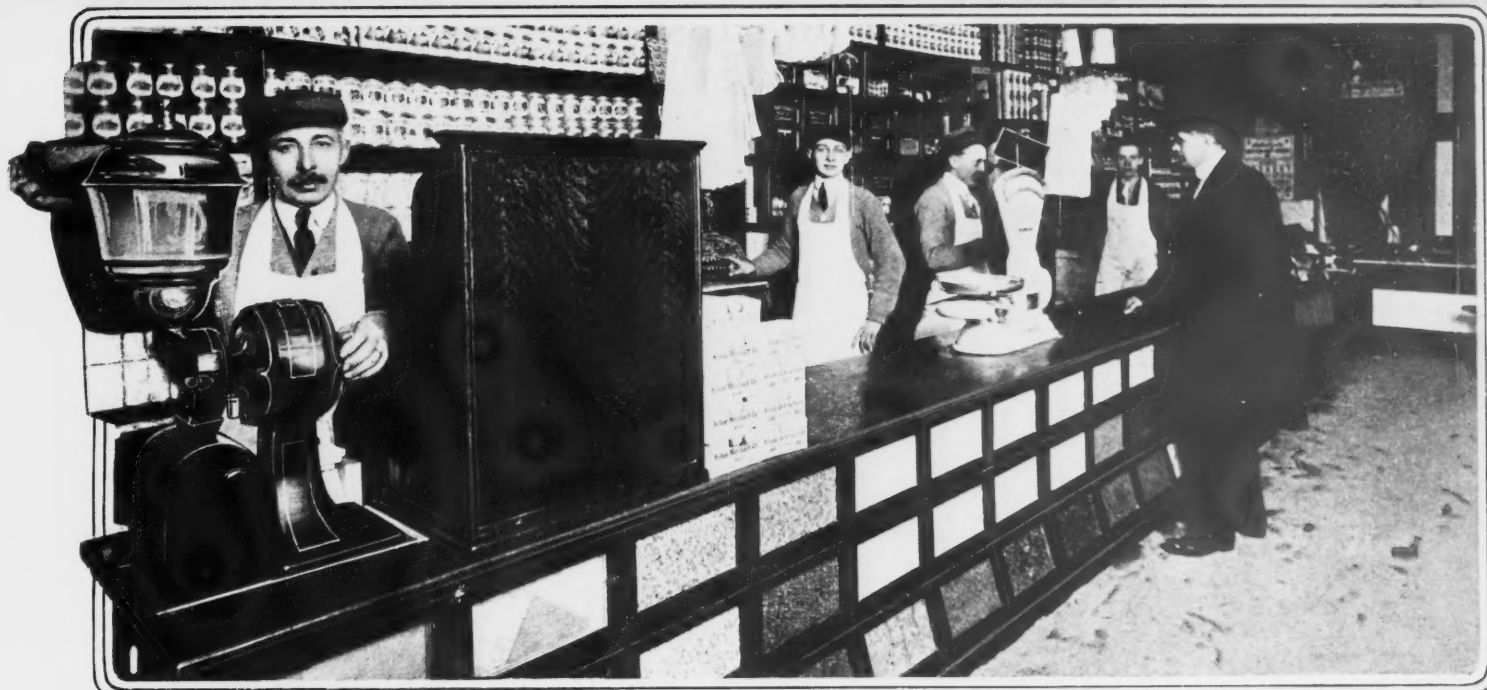
### Downtown Call No. 6

**A** PORTABLE electric grinder is as much a necessity to the shop handling welding jobs as tinted goggles. Any shop that welds must grind—and the electric finisher gets into places that would otherwise require tedious hand work. The welding man will tell you that customers are fascinated by this class of work and always examine the repair with keen interest. A fine finish on a weld attracts attention and adds much to the reputation of the shop.













## "Touch-button House"—England's First "Home Electrical"

WHEN the English finally decide to do something, they do it with true British magnificence — and so the first English "Home Electrical" is something to cause the average American electrical man to open his eyes wider and take a long look. "Touch-button House," the first all-electric house to be opened for the inspection of London housewives, is something more than an exhibit of household labor savers — it is a museum of art objects, beautiful furniture, antique fireplaces, pictures, paneled walls and tapestry, all personally collected by Herbert H. Berry of Berry's Electric Company,

Ltd., who deemed no setting too magnificent for the main object of the exhibit — the electrical equipment.

At "Touch-button House," the English housewife may find most of the electrical labor savers that the American housewife would expect and even more — for example, the electric shoe cleaner in the "scullery." The British "scullery" is our laundry, furnace room and general workshop combined. Note the electric shoe cleaner, the electric clothes washers, ironing machine, churn, and water heater over the sink. The English fondness for hearth fires

also makes indispensable the electric "coal" fires which shed cheerful radiance in the reception rooms of "Touch-button House." In addition, "Touch-button House" contains an electric "kitchen aid," cookers, dishwashing machines, sewing machine, piano, violet ray set, a lighting set, and dining table appliances.

While America's "Homes Electric" have sprung from the co-operation of real estate and electrical interests, England's first "Home Electric" was projected by a single electrical concern that had also visioned its educational possibilities.









## How a Demonstration Outfit Saves Time for the Salesman in Selling Radio Telephone Units

Outlining the Method Used in the Retail Stores of the Manhattan Electrical Supply Company, New York City, Which Has Stimulated Sales as Well as Given Customers Entire Satisfaction with the Least Possible Loss of Time by the Sales Folk

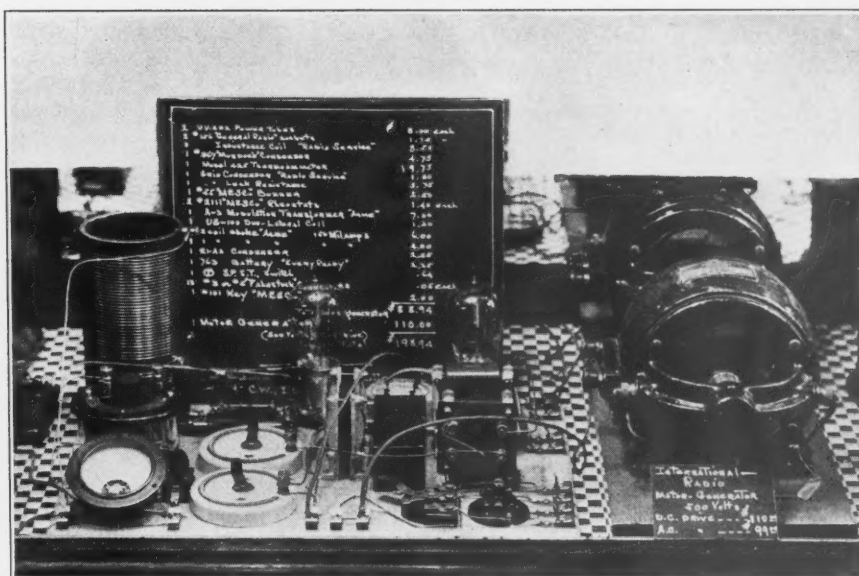
By ARTHUR H. LYNCH

**R**ETAILING radio apparatus, like selling any other kind of electrical merchandise, requires experience and knowledge of the goods. The radio amateur, to whom the majority of sales is made, is the sort of person who spends what time he can spare from the actual operation of his set and keeping it in order, in the perusal of popular radio periodicals, for he is continually seeking some new means of employing the equipment he already has, or is reading of the improvements which some other fellow has put to work by using a few new parts. In order to satisfy such enthusiasts, it is essential that the dealer be in a position to inform his patrons of the intrinsic value of the various units for the production of the desired results. He must, in fact, be able to offer advice based upon actual knowledge—not on mere hearsay.

To be able to do this may require a lot of time, if each of the patrons must be dealt with separately and any method for reducing the amount of time spent with the customer, without reducing the value of the attention he receives, results in a reduction of overhead and the general expense.

### Wireless-Telephone Apparatus Moving Rapidly

Of all the new apparatus which has come into the radio field and which may be handled with the least trouble by the dealer, it is quite safe to say that the units for the making of wireless telephone transmitters are proving to be the most popular. The units themselves are not costly and the amateur may procure one or two of them at a time, without feeling the burden on his purse to any great extent. Aside



A "closeup" of the demonstration radio telephone outfit, showing how the various units and parts have been wired up all in plain view so that the waiting "radio bug" may study the connections and observe how

the parts are properly arranged. Note the price card at the rear, itemizing the cost of each element in the set, besides giving the price of the outfit complete. Parts prices interest every radio enthusiast.

from the monetary value of the equipment itself and the interest the dealer has in it for that reason, radio equipment should be pushed strongly because it will prove to be a great stabilizer of the amateur field and will unquestionably result in an ultimate production of greater efficiency in amateur operating because radio telephony permits more stations to operate within a given area without interfering with each other, than do the older types of transmitters.

More space has been given to wireless telephony in recent radio periodicals than to any other one form of radio, but little has been done in the way of standardizing the equipment or the method of selling it. It is quite safe to say that there is not a single unit used in a wireless telephone set which is not

manufactured by at least two concerns and in most instances the amateur may have his choice of a halfdozen or more different makes.

The description which follows has not been designed to advocate the use of any one or two manufacturers' products and in nearly every case the units indicated may be substituted to suit the conditions of the dealer who desires to make use of this form of pushing wireless telephone apparatus. If, for any reason, the dealer would rather push one manufacturer's product than another, he can incorporate it in the outfit to be described, but it will be found that the greatest value of the complete scheme may be derived by using the products of several manufacturers in the sales plan, though it is sometimes best for the consumer to concentrate on the appa-



ratus of one company, for the reason that such apparatus is designed to work in conjunction with other products of the same manufacturers. But a real radio dealer should be alive to these facts and they need no reiteration here.

Of course, in the set shown in one of the stores of the Manhattan Electrical Supply Company, New York City, wherever it is possible to use units which that company also manufactures, such units have been incorporated, but they may be substituted by others, at the option of the dealer. It is not so much the particular apparatus used in the layout as the value of the entire set for the selling of all manner of wireless telephone units, that we must consider.

### The Complete Demonstration Set Ready to Run

In the accompanying photograph, in the center of the radio counter there is a complete wireless telephone transmitter, all connected up and ready for operation, including the motor generator, which is used to supply the high voltage needed for the operation of the vacuum tubes. In this particular instance wires have been run from the show case to another part of the store and the entire set is actually put in operation by merely pushing a but-

fluctuations of the ammeter may be observed by the patrons and no greater proof of the effectiveness of the outfit is needed. As will be seen from the photograph, all the wiring is plainly visible and the customers may see exactly how to lay out their own equipment. It is not necessary to go into long descriptions of how to do it, for it is there before their eyes. Given such a guide, it would be possible for the average person who was the least bit handy with a pair of pliers and a soldering iron, to duplicate the entire outfit without having the least knowledge of electricity.

The wiring diagram, which accompanies this article, shows exactly how the set may be wired and the various units have been marked to correspond with the list which follows, so that it will be a very simple matter for the dealer to arrange a similar outfit for demonstration purposes.

The radio dealer will also find it to his advantage to have blueprints made of the circuit, which he may distribute among his customers, or sell at cost. The inconvenience of having the blueprints made will be well worth while from the saving of the salesmen's time which they will produce.

In connection with this particular set a list of the parts used in the

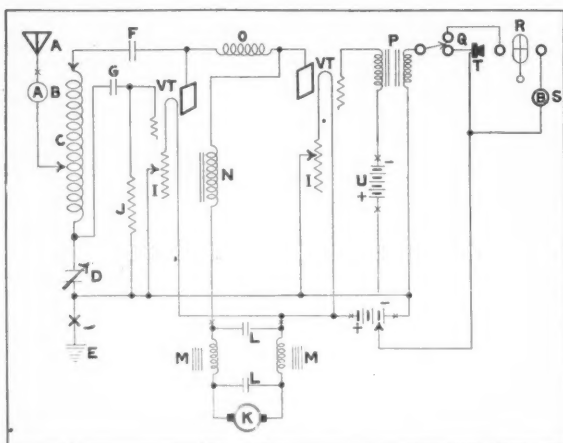
No attempt, whatever has been made to explain the working of the set, for the reason that such matter is covered in nearly every issue of every radio periodical and the reason for the assembly is fostered by a sales-producing reason rather than any other motive. Regardless of the theories which underly the operation of the outfit and side-tracking all discussion of the electrical phenomena which take place when it is put to work, the important consideration is not so much *how* as it is *what* results may be obtained.

### Getting the Outfit Together

This set may be used for wireless telephony or telegraphy; the change being made by the two-point switch. (Q). It has a range of approximately thirty to fifty miles and may be operated from either an a.c. or d.c. supply. There is nothing about the entire layout which is tricky or freaky; it is merely a co-ordination of recent developments, which have proven in actual practice to be worth while. The dealer need feel no hesitancy in putting such an outfit together.

### How to Plan the Display

The entire assembly should be made on a drawing board or a bread board, with the units spaced well



### The Parts to Use and How to Wire Them

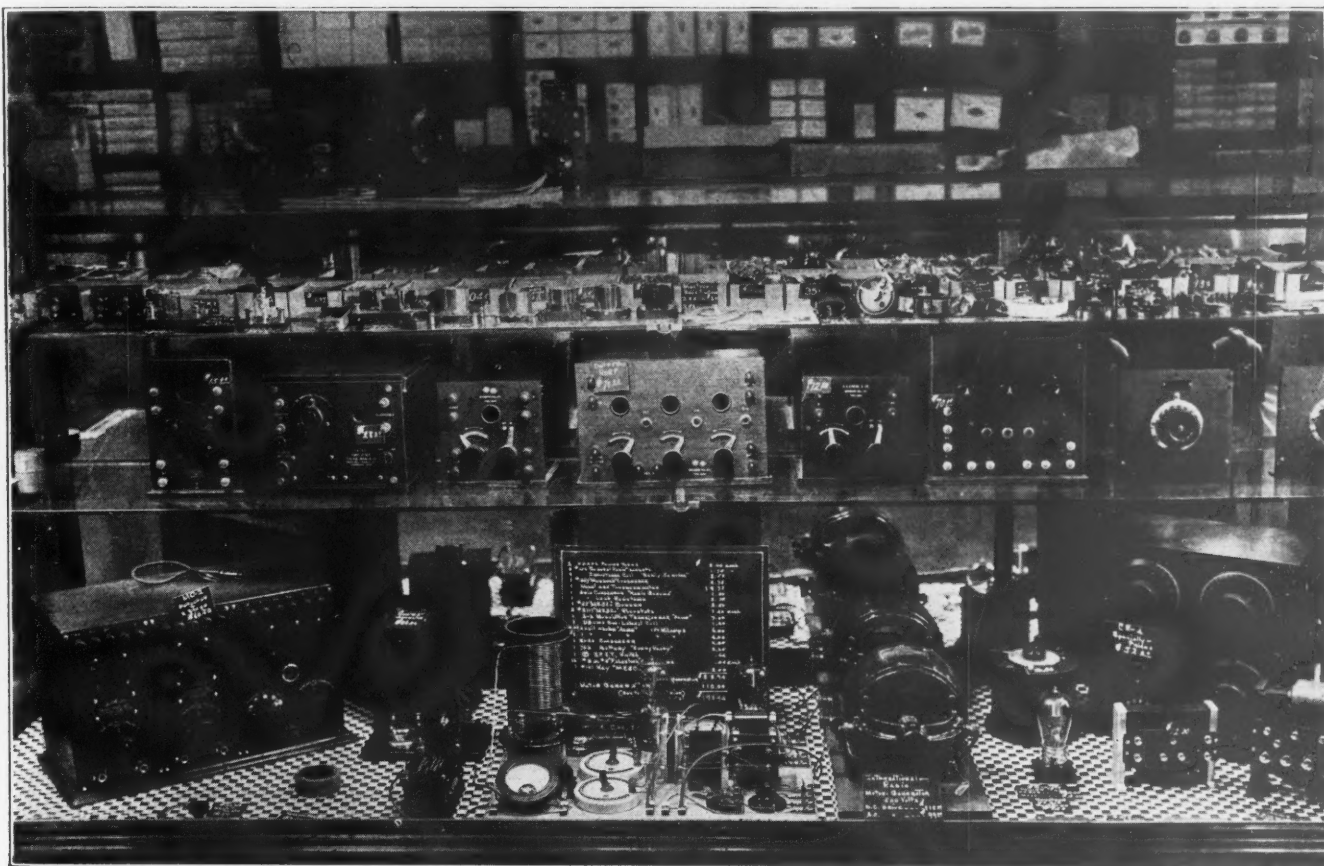
This wiring diagram of the complete radio telephone layout when used in conjunction with the accompanying photos and list of parts, make it a simple matter for any dealer to assemble one for himself. The letters in the sketch correspond to those in the list of parts below:

V.T.	Two U.V. 202 Radiotron power tubes, each	\$8.00
	Two No. 156 General Radio, V.T. receptacles	1.75
C	One Radio service inductance	8.50
D	One No. 367 Murdock variable condenser	4.75
B	One No. 425 Weston thermal ammeter	18.25
G	One Radio Service grid condenser	1.00
J	One Prometheus, 10,000 ohm, grid leak	1.25
S	One No. 55 Mesco buzzer	2.50
I	Two No. 2111 Mesco rheostats	1.20
P	One A3 Acme modulating transformer	7.00
O	One No. U. S. 100 Pacent, duo-lateral coil	1.30
M	One Acme two coil, 150 milliamp choke	6.00
N	One Acme single coil, 150 milliamp choke	4.00
L	One 21A Western Electric condenser	2.55
U	One No. 763 Eveready battery, 22½ volts	2.25
Q	One Mesco, S.P.D.T. switch	.64
X	Thirteen No. 3 Fahnestock connectors	.05
R	One No. 101 Mesco telegraph key	2.00
T	One Connecticut Telephone & Electric Company transmitter	2.65
K	One International motor-generator, 525 volts	99.00
F	One No. 577 Dubilier .005 mfd., 1,000-volt condenser	2.00

ton provided for the purpose. As soon as the motor generator is set in motion and the filaments of the tubes begin to glow there is the keenest of interest displayed by those in the vicinity of the show case. By permitting the radiated current to pass through an absorbing circuit, or as it is commonly called, "dummy antenna" circuit, the

assembly, with the price of each is displayed. It will be found well to amplify upon this idea and, under the letter representing each unit, insert the names and prices of similar units made by all the manufacturers which the dealer stocks. In some instances it will be found that there will be quite a divergence in price for units so listed.

enough for the wires which lead to them to be easily followed. It is generally good practice to keep the leads between units as short as possible, but in this case, the idea is to assemble the units so that the relation of each to the entire outfit may be seen rather than attempting to make the layout the acme of radio efficiency. The general lay-



Prices in plain figures help speed radio sales! This picture shows the radio counter in one of the retail stores of the Manhattan Electrical Supply Company, New York City, a company which does a large radio business. A complete list of radio units and

parts is on display, and it will be noted that plainly marked price cards set forth the cost of each and every item so that the waiting radio fan may make his own selections and price decisions while the salesman in charge is wrapping up the pur-

chases of the man ahead. At the bottom of the display case is the demonstration radio-telephone outfit, with parts all wired in plain sight for the instruction of the amateur, as described in the accompanying article.

out of apparatus may well follow the illustration, for in addition to having all the parts and wiring entirely in view, the set works extremely well. It is best to have the entire layout made so that it will be portable, for it will then be possible for the dealer to use it in connection with demonstrating wireless telephony at meetings of local radio clubs—an opportunity which every dealer should make every effort to avail himself of. It is almost possible to follow every wire even in the accompanying illustration, and these pictures, when used with the accompanying diagram and list of parts, will enable anyone to assemble a similar set with little or no difficulty. Such a display exerts splendid silent salesmanship while a customer waits for a busy clerk as is often the case.

The author desires to express his appreciation for valuable assistance given him in the preparation of this article, by George Eltz and E. S. Crane, Radio Department, Manhattan Electrical Supply Company, New York City.

### Do You Sell and Install Lightning Rods?

Many dealers are finding that there is one line on which business need never be dull. That line—and it is a very profitable one—is lightning protection. With a good standard system of protection, it is easy to fill in the dull times and slack seasons on other items in stock with this all-year and every-year seller.

Lightning rods are recognized as necessary protection for practically every building on the farm, and in town, too. They are recommended by insurance companies, by state fire marshals and by electrical authorities. Lightning is the principal cause of farm fires, according to the last report of the Indiana State Fire Marshal, who says in substance:

In a recent investigation of 38,266 farm fires, it was found that 19,820, or 51 per cent, were due to lightning. Of these, exactly 100 per cent occurred in buildings not protected by lightning rods.

In other words, not a single farmer who installed proper lightning rod

protection suffered loss from lightning fires.

Many insurance companies handling farm business recognize the saving power of lightning rods against the attacks of the destroyer from the skies.

With such facts as these at hand, dealers find it comparatively easy to work up a large and profitable business on lightning protection. In proportion to property values involved today, lightning-rod protection is installed at lower cost than ever before.

The sale of lightning protection is not governed by the ups and downs of the building business. When new buildings are going up, naturally the best prospects are the owners of the new buildings. But when the building business is dull, there remains plenty of business that can be had by selling the owners of old buildings which are not protected.

When the contractor has his electrical crew with their tools on the job is the time to get the farm house or dwelling thoroughly wired outside as well as inside! Why not?



# How a "Glorified Scrap-Book" Gets Business for Ordway

Some of His Competitors Said He Was Lucky But It Was Only a Case of Merchandising Ability After All

By FRANK FARRINGTON

ORDWAY sold electrical supplies, and he sold a lot of them. He sold more than anybody else in Hingham. Some said it was his advertising that did the trick. Some of his fellow business men of the "asleep-at-the-switch" kind said that he was lucky, or that he had the best location in town, or that he stood in with the contractors.

I know something about the why and the wherefore of Ordway's success, because I helped him to get started. In fact, I lent him the capital on which he began to do business, and he has always confided to me his plans and their effect.

The reason for Ordway's success is his "ad-board."

Perhaps you don't know what an ad-board is, and I don't wonder. I never heard the term used anywhere else, and I don't know that it is technically correct. It is what Ordway calls a certain fixture in his store, and from him I get the name. So I call it an ad-board.

It is a four-leaved blackboard, the leaves on hinges and detachable, or demountable. The leaves are hinged to the wall near Ordway's desk, where he can inspect them at any moment by rising and standing in front of them. Or he can take any leaf off merely by taking the pins out of the hinges.

On the leaves of this ad-board Ordway pastes his advertisements clipped from newspapers, his circular letters, his folders or booklets, or any kind of advertisement he uses. It's a sort of glorified scrap-book, and he keeps it up to date by putting the new ads in place as they come along. The old ones, I think, he takes off and saves, but I'm not so sure about that. If he doesn't keep a file of them, he ought to do it.

He keeps one leaf of this ad-board out in the store all the time. That board is one specially prepared. It



And when he wants to put a smile, knowing that smiles help sales, into his "scrap-book," Ordway does not overlook the newspaper cartoons, clipping one now and then, as for example the one shown above from the *New York Evening Post*.

isn't merely a leaf with ads pasted on it, as it happens. It is a leaf with selected advertisements pasted on in an artistic way. He trims the clippings smoothly and mounts them on contrasting colored paper, or he marks a neat border around them on the board with crayon and puts a caption or title under each.

This board is set on a nicely painted easel right in the store where most people will see it. It serves to amuse waiting customers. It interests them and tells them about the goods. It works while the clerks are busy, and it works on the casual visitor or the person who comes in with a customer. And, since Ordway often sets it in the window, with the lights on, and leaves it on exhibition all night, it is fair to say that it works while he sleeps.

I was looking at the ad-board samples the other day, and it seemed to me that some of the newspaper ads were good enough to be worth passing on. I got Ordway's permission, and here are some that he told

me paid him well, producing actual business that could be traced directly.

There was one about electric flatirons, headed, "Easy Ironing." Here it is:

## Easy Ironing

Clothes have to be ironed. It costs money to iron them. It takes a good deal of hard work. Electric ironing, ironing with an electric flatiron, makes ironing a lot easier. That means more time and more strength for the other household tasks. Making a job easy is good economy.

The cost? Did you know that it takes more fuel to heat up five or six of the old-fashioned irons than to heat the one electric iron? Did you know that the few cents cost of electricity for an up-to-date iron are more than counterbalanced by the fuel cost, time cost, energy cost of the old-fashioned flatiron?

The first cost of an electric iron is more, a little more than a set of irons like grandmother used to use, but then, the first cost of a bread mixer is more than the cost of a pair of hands, but bread mixers have superseded the bare hand method. Let us show you our special \$6 electric iron and give you figures on the cost of its use. Don't be bashful about coming in and talking to us about the matter. We always have time to explain about these irons, and you can't afford to go on spending more time and money just to iron your clothes in the old way.

**ORDWAY'S**  
(The Lightning Shop)

Another good advertisement was one that pushed electric vacuum cleaners to the front. It was like this:

## Grandma's Kitchen Floor

When it was scrubbed and made ready for Sunday, you found it covered with sand. They sanded the floor in those days and often made fancy diagrams in the sand with the broom handle.

They kept things just as clean then perhaps, but who would sand a floor nowadays? Brooms and carpet sweepers were all right. They are all right, but they are not the best thing going.

Electric vacuum cleaners are the modern way of taking care of floors, rugs, carpets, upholstery, and a lot more things. If you haven't an electric vacuum cleaner, there is just one reason standing in your way. You want one—you know you do!



You think it costs too much!  
But did you ever figure up the cost of keeping floors clean by your present method?  
You don't get along without any expense now, do you?  
Come in and let us show you what it costs to operate a vacuum cleaner and let us show you what it is costing you by the old broom-and-sweeper method.  
A vacuum cleaner costing you \$35, or \$5 down and \$2 or \$3 a week will put money in your pocket in a year—a good deal of it if your time is worth anything.  
Also, Mrs. Housewife, a good vacuum cleaner helps you to keep good domestic help.  
Stop and visit with us about vacuum cleaners.

ORDWAY'S  
(The Lightning Shop)

I have seen many people reading these advertisements in Ordway's store. Advertisements they might slip by in the newspaper will be read on the board by people who are standing idly waiting for one thing or another. When they stand there and read an advertisement and are told, by a line under it, to look to the right and see the goods, they look, and you may believe me when I say that a majority of them don't stop with turning their heads, but go to the article in question and examine it. Then is when salesmanship has its chance to step in. This was especially so in the case of the advertisement I am copying next:

### O You Nite-Lite!

What do you care whether you have electricity in your house or not, or whether you have all-night current?  
You can have electric light for the times you need light after bedtime.  
It's only a matter of buying a Nite-Lite.  
These are a special flashlamp made for prolonged use at any time of night.  
They have big batteries, stored to give many hours of continuous light, with a great faculty of resting up and coming back next time with a lot more light.  
One customer told us that the use of one of these great lamps, all it was needed for six months, and it was often in use, netted a cost of only 75 cents for batteries.  
Haven't you seen times when you would give more than that just to have a light instantly at your hand in the night for one occasion? Of course you have.  
Each of these Nite-Lites is made with an attachment so you can fasten it to the bedpost at your head, within easy reach of the hand.  
Two-fifty gets a complete outfit, and the lamp itself is good for any length of time.

ORDWAY'S  
(The Lightning Shop)

Right under this advertisement there was a caption which read, "Look to your left. These lamps are shown right there on the counter." Of course, there was a big card with the lamps, naming them and emphasizing their value.

## Electrical Memphis Gets Together to Advertise Rewiring and the "Home Electrical"

ELECTRICAL CONVENIENCES MAKE HOMES MORE COMFORTABLE

### Bring Your Home Up To Date Have It Wired for EFFICIENCY

Many families are not getting full use of electrical appliances because of insufficient electrical connections; lighting facilities are often inadequate or inconveniently placed. Consult an Electrical Contractor-Dealer. Let him offer improvement suggestions.



Porch

Proper provision for electrical convenience on the veranda and sleeping porch is essential for comfort. Porches should be adequately lighted with control switches (dimmer, and at least one basement outlet, preferably double, should be installed to allow use of table lamp and table application.



Living Room

There should be two switches near the door-way—controlling the central fixture and the light on the side wall. The latter should also be equipped with individual full control. Several outlets should be installed in wall or baseboard for connecting table lamp, floor lamp, vacuum cleaner, etc.



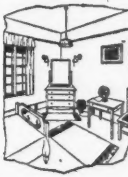
Dining Room

Switches at door should control center and side lights and a generous number of floor receptacles should be installed in baseboard. Allow a multiple receptacle should be installed in baseboard of dining table for use with a special circuit. It is a wonderful convenience, but must not be installed without first consulting an electrical contractor-dealer.



Kitchen

Again two switches at the door, one for central fixture and one for side wall receptacle over sink. Then there should be several floor outlets in baseboard and wall for the special labor-saving and comfortable lighting appliances such as electric toaster, electric fan, etc., which eliminate kitchen danger.



Bedroom

Bedroom having attractive dress lights they must be carefully placed. Also in this room there must be electrical convenience to permit use of several electrical appliances at one time—fan or radiator heater, curling iron, heating pad, immersion water heater, vibrator, hair dryer, milk warmer, etc.



Double Outlet

Have you ever tried to use your vacuum cleaner and electric fan at the same time? A double outlet of two electrical outlets is possible without interfering with your lighting service. Also electrical convenience use install such outlets at low cost without damage to walls or ceiling finish.



Bell Ringer

Instead of batteries, which are usually dead, have a bell ringing transformer installed. Your door bell will ring always. It will never get out of order and never become exhausted because connected to lighting circuit. Cost of transformer is very small and no more batteries to buy, ever.



Double Plug

This little device provides a simple means of using two electrical conveniences at the same time from one ordinary lamp socket. These double plugs fit all standard sockets and can be purchased at any electrical store. After buying one you will soon order several more.

Cronin, Baker & Tindall  
339 Madison Ave.

Dawkins Electric Co.  
26 N. Second St.

Electric Novelty Co.  
133-135 Monroe Ave.

Fowler Electric Co.  
10 S. Second St.

Wagner Electric Co.  
111 Adams Ave.

Gray Bros. Electric Co.  
42 S. Second St.

Lytle Electric Co.  
Monroe at Second St.

Memphis Electric Co.  
285 Madison Ave.

McCrory Electric Co.  
Beimlar Bldg.

Wood Electric Co.  
93 N. Third St.

Motley Bros. Electric Co.  
330 Monroe Ave.

Wm. Slater Electric Co.  
134 S. Second St.

Lew Tisdale & Co.  
203 Madison Ave.

Union Electric Co.  
42 N. Second St.

ALWAYS BUY ELECTRICAL GOODS AT ELECTRICAL STORES

Convinced of the value of co-operative advertising and of the profit in getting more outlets into homes, the electrical contractors and dealers of Memphis for nearly two years have steadily gone after

business in the aggressive manner indicated by this newspaper advertisement. Not only can the industry get behind a "home electrical" campaign, but it can to the advantage of all steadily push rewiring.

### Explaining the Electrics of the Motor Car with Movies

There is an old saying that a man never really understands a thing until he is able to explain it to someone else. Those of us who have tried to make clear to members of the lay public the working of electrical starting, lighting and ignition systems for motor cars can appreciate what the automobile schools are up against.

In New York City the West Side Y. M. C. A., has hit upon the scheme of using retarded action motion pictures to give its students an idea of

what really happens when the platinum breaker-points separate and the starter pedal is kicked.

By means of the X-ray type of picture the various parts of a running gas engine are shown, including the passage of the spark across the electrodes of the ignition plugs, and the generator and motor commutators moving under their brushes. In producing the pictures, the motion of the electric current has been visualized, and the picture as a whole should be a real help in giving new owners an idea of the importance of the service rendered by the electrical systems of their cars.

## Keep Customers' Confidence Alive in All Advertising



THE decidedly constructive character of the work of the Better Business Bureaus of the Associated Advertising Clubs of the World is strikingly illustrated, says a bulletin from the headquarters of the advertising association in New York City, by some recommendations to advertisers issued by the Better Business Commission of Cleveland, which is affiliated with the Associated Advertising Clubs.

This matter, which has been sent to all advertisers in Cleveland, has been prepared out of the experience of the best stores in that city, it is announced, and on the title page is the following: "Recommendations offered as a guide to advertisers to assist them in avoiding advertising statements and practices that have a tendency to reduce consumers' confidence in all advertising."

The text of the "recommendations" is as follows:

1. It is recommended that care be taken to substantiate definitely any fact or assertion made in an advertisement prior to the time the advertisement comes before the public.

Unintentional misrepresentations cause just as much criticisms as intentional ones and the reader does not stop to consider that it may have been unintentional, the result being that the advertiser is criticised to an unjust extent and ensuing advertisements do not inspire the confidence they might deserve.

The wrong impression can be derived from an advertisement in which there is statement of one fact which is not well grounded.

2. It is recommended that the use of superlative statements be refrained from unless the advertiser can, and will, submit proof of such statements to the Better Business Commission if requested.

The repeated use of superlative statements which cannot be substantiated, whether made by the same or different advertisers, destroys the confidence of the public in superlative statements which may be 100 per cent truthful.

3. It is recommended that where comparative prices are being quoted values be based on the average quotations for the same class of merchandise in other stores in the city.

The public determines value in this way and a statement of value means to the reader the average value as found in other stores.

4. It is recommended where comparative prices are being quoted that a definite distinction be made between "early season" values and "current" values based on the average quotation for the same class of merchandise in other stores in the city.

The wrong impression is created in the mind of the public when former or "early season" values are referred to and the reader interprets the statement to mean "current" values.

5. It is recommended where comparative prices are being quoted that when merchandise of different values has been grouped for sale at one price the advertisement state the minimum value in the group as well as the maximum value.

6. It is recommended where comparative prices are being quoted and merchandise of different values has been grouped together for sale at one price that each article bear a ticket indicating to which of the advertised values that article belongs.

The public should have no difficulty in ascertaining which articles of merchandise are of the various values stated in the advertisement.

7. It is recommended that extreme care be taken in advertising to avoid making statements which might be misconstrued.

Statements which can be misconstrued cause criticism of the advertiser to an extent which may be unjust.

Equivocal statements destroy confidence and invite suspicion.

8. It is recommended that when merchandise is being advertised which is soiled, of second quality, or for any reason whatever not perfect in every respect from the standpoint of the manufacturer, the advertisement state clearly and explicitly the facts as they are.

9. It is recommended that when merchandise is being advertised which is an imitation of merchandise of

higher quality or value great care be taken that the advertisement does not convey the impression that the merchandise is the genuine quality.

### Does This Ever Happen in Your Town?

A True Incident

BY GEORGE W. TUTTLE

"Yes," I said to my wife who *will have* a clean house, though the heavens fall, "I will stop and get that vacuum cleaner."

Down to the electrical store I went!

No one was in sight! After a moment or two of waiting a man appeared from the shadows of the office—the shadows were like the darkness of Egypt, they could be felt! I said: "I would like to rent a vacuum cleaner."

He shook his head, with a "No-you-don't!" air. He was no word waster; he opened his mouth and these terse words came forth: "They are all out of fix!"

I did not say: "Business ditto." He was several sizes the larger of us two, and I remembered that "discretion is the better part of valor." But I am slow of speech and while I was meditating as to the next step that duty demanded of me—marital relations and duty—I noted that he was already vanishing into the shadows of his office. My gray matter marathoned, and I said: "Do you expect to rent cleaners any more?"

He halted, he even turned half way around; then he said: "No, I don't think we will. We would have to take new cleaners from stock and we wouldn't be willing to do that." Presto change; I was alone!

I will admit that I ached to follow him to his office and question him. I would have enjoyed saying something like this: "Why don't you carry a good make of cleaners that will not be always out of fix?" or like this: "Why don't you keep those cleaners properly oiled, so that they will not get the 'out-of-fix' habit?—but, alas, he was not shrinking, and I had done growin'!"

For all that he knew I might have been aching to make a \$500 purchase of electric fixtures! His tactlessness would have cured any ache of that kind, or at least transferred it to his competitor's store! Why, customers will soon be as extinct as the dinosaur and the great auk in such a store. Electric appliances and no human contact—the good Lord deliver us!



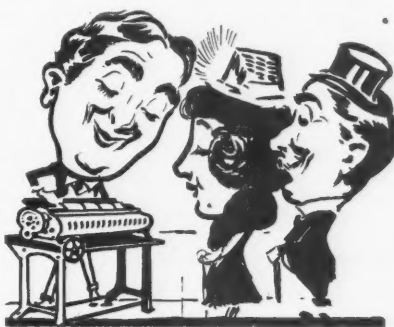
# "The Iron-Bound Tub and Slippery Old Washboard"

"No Romance Was Ever Attached to Them—Don't Let It Grow Now,"  
Is Slogan of Advertising Gazette of Washington Power Company

IF THE SECRET of popularizing electric washers is to know the real reasons women have for their aversion to the washboard and tub, then J. D. Lewis of the Washington Water Power Company, Spokane, Wash., who publishes the *Juice Gazette* for that company "once in a while," knows that secret. A clever salesman once said, "The way I sell washers is not to laud the virtues of my own machine, but to drag out into the light of day the joys of the old system." The Spokane company is apparently following the same plan and is finding it amazingly effective in its appeal to women.

Women's aversion to home laundering doesn't arise merely from the hard labor involved. If it did, surely those who did their own washing would be the first purchasers of the electric helper, whereas as a matter of fact, those who have home laundresses are the first to buy. No, the real reason is composed of many small parts, all summed up in the words "mess and discomfort" with which they have associated themselves in women's minds. The salesman needs imagination to picture what these small things are. There is the "mess" in the kitchen, for example, that seems an inevitable concomitant of washboards, tubs and washday. There's water on the floor, splashed from the tubs, and of course baby loves to crawl about in it; the iceman and grocers splash through

it, and every one drags some of it to other rooms of the house. There's the washboard, slimy and gummy in the corners and always dripping.



Let the electrical twins—washer and ironer—do the work. Why put only one twin—the washer—on the job and forget the other twin—the ironer? When the dealer has put the first twin in a home, it's up to the dealer to get the second twin into the home. Don't forget it.

Dishes stack up in every space not already occupied by clothes, after the hasty luncheon of the laundress or housewife. And, worst of all, there's the smell of soap and boiling clothes that fills the house for the rest of the day!

These are only a few of the things that washday in the home means to the housewife, but they are the things that J. D. Lewis of the Washington power company's *Juice Gazette* knows and by which he strikes a real chord of sympathy with his readers. The *Gazette* is just a leaflet of breezy, humorous, serious and generally nondescript reading

matter, designed primarily to boost labor-saving appliances among the company's customers, to whom it is distributed. But when Mr. Lewis wants to sell the idea of electrical laundering, he doesn't preach about it. He says something like this:

## DON'T BE DECEIVED

The electric washer is not as wonderful as it is advertised. For instance, you can't soak your arms in hot water all morning long, nor get your feet wet. Isn't that the limit?

You won't have any more use for your washboard. Positively sacrilegious to waste materials in these hard times.

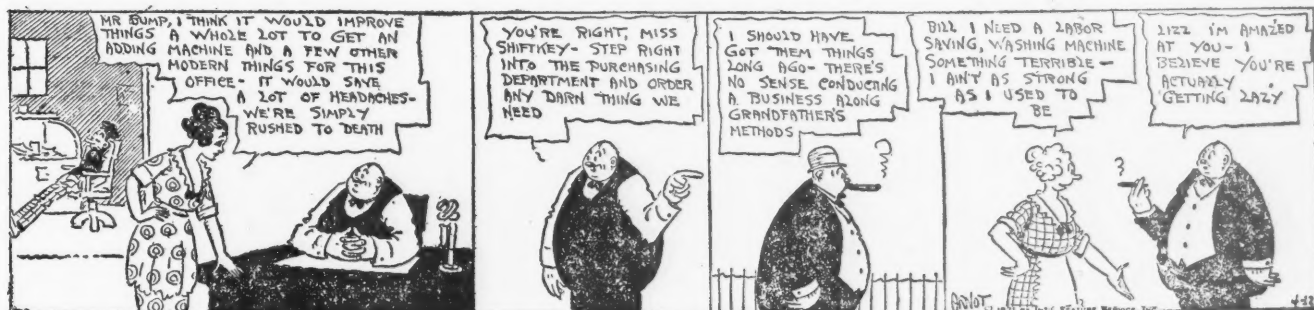
You won't know what to do with your time, but cheer up, you can spend it calling up mother, or calling down the electric light man.

Your kitchen won't be decorated with washtubs, basins and vessels of water, and the floor won't be sloppy and wet for baby to crawl around in. Did you ever hear of such a thing in all your life?

No chance to have a quiet little sickness from overwork and washday slavery, so don't buy an electric washer!

Here's another little anecdote that rang true to the *Gazette* readers, for what woman doesn't know the prick of conscience at loitering on washday?

A woman sat reading while the washer hummed along. Her little son, coming in from play, said: "Why, mother, what's the matter?" For an instant her conscience pricked her as she thought, "Here I am, and it's washday, too." Then the satisfaction and happiness of her new electric washer dawned on her and she continued her reading, that she might be better in-



Mr. Bump, as pictured by this *New York Evening Journal* newspaper artist, is suffering from one of those nine to five mentalities. He can see the office equipment idea fast

enough, but he needs an electrical man to drop in and prove to him that an electric washing machine is going to give him fewer de-buttoned shirts per week, lower bills

from department stores during the white goods sales, and a total absence of the washday gloom which now graces his Monday evening dinners.



formed and a better mother and instructor to her growing boy.

Then, when every one was talking about the League of Nations, Mr. Lewis conceived the idea of a "League of Housewives," to fight the demon household drudgery. Here are some of the planks of the "League," and they drew something more than smiles from his readers or we miss our guess!

Article 1, Section 1.—The party of the first part agrees to disarm herself of all washboards and reduce her submarines to at least two tubs.

Article 2, Section 1.—Any person may join the league on payment of \$5 in thirty days and \$10 a month thereafter, till the amount of the washer shall have been paid.

Article 2, Section 3.—No person is permitted to own more than one washer

or operate anybody else's washer—the Monroe Doctrine must be upheld.

Article 3, Section 1.—It is further agreed by the covenanters that no female shall go to war with her husband on Monday, hereafter, without at least three minutes' notice in writing.

In still another issue, Mr. Lewis, believing that "the smile wins sooner than the sermon," has some fun with the misguided economy of the woman who toils three hours over a washboard in order to save fifteen cents—the price of currency for the electric washer. And here he brings a chuckle from the man to whom he puts the question:

"Did you marry a cook or a can opener? The latter has no use for electrical clothes washers, she sends her washing out."

others which the company used, to advertise other appliances. Large printed cards played an important part in all of them. In the electric washer display, the cards read:

"What an electric washing machine will save: The wear and tear from rubbing of clothes; laundry bills for flat work, blankets, and other heavy pieces; clothing from being ruined by careless laundries; children from contagious diseases; a woman's back and perhaps a doctor's bill for internal injury."

"What an electric washing machine will do: Wash six sheets in twenty minutes; or the equivalent in small pieces; wash rugs and blankets; wash all fine laces without damaging them; by means of an electric wringer, wring the clothes almost dry."

Similarly, the cards for the electric heater display read:

"These electric heaters will save starting your furnace and heating the entire house when you wish to have one room a little warmer"; "Extra heat for invalids and elderly people"; "Extra heat for bathroom and nursery."

For the electric heating pad display, the cards read:

"Influenza: Avoid drafts and chills, keep warm, advise use of an electric heat pad as it keeps a steady soothing heat—Family Physician"; What it will save: A variety of pains, many an illness from becoming worse if used in time"; "What it will do: Relieve neuralgia and toothache, backache, cold feet and chilblains, relieve insomnia if placed at the small of the back."

## "What Will It Do and What Will It Save?"

Whether You Are Selling an Electrical Sewing Machine or an Electrical Heater Be Prepared to Give the Prospect a Specific Answer to His Question

RECENTLY displayed in the window of the Hartford Electric Light Company was the electrical sewing machine exhibit reproduced in the accompanying illustration. Attractively arranged and concentrating all attention on the sewing machine, the exhibit proved a drawing card from the first day.

Three large cards read: "What a sewing machine will do; what they

will save."; "A woman's back and legs—A possible doctor's bill—one-half the cost of clothing: inasmuch as clothes made at home last three times as long as those purchased at the same price"; and "Relieve a woman of all strain of operating a sewing machine. Enable one to do a morning's work in an hour. Sew fast or slow as desired."

This display was typical of several



A display window may be "dressed" to meet all the demands of the window trimmer's art, and yet fail to win business. If so, it may be that the window fails to concentrate the prospect's attention on some one article in the window. An excellent example

of concentrated attention is shown above—a window of the Hartford Electric Light Company in which the entire attention of the prospect is concentrated on an electric sewing machine, and in which the prospect's practical questions are fully answered.

## London, Ontario, Proposes to Finance Range Purchases

The city council of London, Ont., has been considering a plan introduced by Alderman George Wenige to make it possible for every citizen of London to have an up-to-date electric range in his home. Alderman Wenige proposes that the council loan the Public Utilities Commission sufficient money to enable the commission to place an electric range in every home, the range to be paid for at the rate of \$3.50 per month until the debt is cleared. The \$3.50 would not only cover the payment on the stove but also the electricity consumed. In making this proposition the city plans to take an additional allotment of 50,000 horsepower of the new hydro plant that will be available shortly. It will need customers.

# How to Get a Live News "Punch" into Your Window Display

Suppose a House Burns Down in Your City, Do You Know How to Make That Fact Win Better Business for You Through Your Window Display? Here's How It's Done

By FRANK H. WILLIAMS

**P**EOPLE everywhere are interested in the news of the day. They like to know what's going on. They like to read the newspapers and to look at the movie weeklies being shown in the motion picture theaters. And they like to talk with other folks about these news events. If the things they read about or see pictured deal with local affairs, their interest is just that much increased. A comparatively small fire in a town will create a lot more interest in that town than some tremendous disaster way on the other side of the world. That's why local news is one of the things that makes the newspaper in any but the largest metropolitan cities successful. And, right in this point, is an idea which can be utilized to splendid advantage by dealers handling electrical merchandise.

The idea is this: Put a local news punch into the electrical window display.

But, some dealers will at once exclaim, how can this be done? How are we to find any local news which hasn't been published by the local papers or which isn't so stale that people will pay absolutely no attention to it?

At first glance it does look like a rather hard problem, but it isn't as hard as it looks. It merely takes a little thought and a little digging at various news sources to develop a lot of unpublished material in which the people of the town will be very greatly interested. And it is for the purpose of telling how to secure some of this news and how to use it to advantage in the electrical window display that this article has been written.

## Appealing to the Parents of Boys

Suppose, for instance, that the dealer is going to make a display of electrical toys and appliances which appeal particularly to boys. What



A striking example of putting a news "punch" into the window display is shown in this illustration. The display was one staged by an electrical dealer in Los Angeles during a convention of the National Electric Light Association in that city. The initial letters, N. E. L. A., appeared on four

illuminated globes at the top of the three panel background of the display. Remembering the interest of visitors in the fruits of California, the dealer placed baskets of oranges in lighted receptacles in the two outside panels and also scattered over the floor, among the appliances.

sort of a local news punch can the dealer give to a display of this character?

Well, how many boy babies were born in the city during the past year? Unless the newspapers in the town are exceptionally alert it is altogether unlikely that they have published any facts and figures regarding this interesting phase of the city's life. But it isn't because the figures cannot be obtained. They are easily obtainable at the city health office, and all that is required will be a little research among the year's reports and a little addition. Then, when the figure has been secured, the information could be utilized in the window display by the use of a placard prominently placed in the center of the display and bearing this sort of an inscription:

## 492 BOY BABIES WERE BORN IN THIS CITY LAST YEAR

How many of them will get the right sort of a start in life?

Many of them might make names for themselves as inventors, scientists, engineers if their early ideas and training were only along the right lines.

Is *your* son showing a bent for mechanics or electricity?

Give him a chance to show what he likes. Start him early on the sort of a career in which he will make the biggest success.

Come in *now* and buy for *your* son some of these electrical toys especially manufactured for the use of boys who like mechanics and electricity. The boy's most resultful training is in the home.

Come in now or bring your son in and let him look over the goods in our boys' department.

SMITH & SMITH ELECTRICAL COMPANY.

Or suppose that the company is making a special drive on household electrical appliances. How can a



news punch be given to a display of these articles?

Every new home nowadays should be fully equipped with electric washer, sweeper, percolator, electric fireless cooker, etc. All of the higher priced homes are, probably, so equipped. Why not make a special play for this trade by placards in the window display?

How many new homes were constructed in the city last year? This information can be readily obtained at the office of the local building commissioner or at the office of the board of public works. After it has been obtained make use of it by a placard placed in the center of the display on which an inscription like this has been neatly lettered:

**LAST YEAR 261 NEW HOMES WERE  
BUILT IN THIS CITY**

This year more new homes will be erected.

Many of these new homes have been equipped throughout with all the electric labor-saving devices which help to make housework so very much easier than it used to be.

Electric appliances like those shown in this window are as much of a necessity nowadays in the altogether modern home as are window panes and doors.

Has *your* home been modernized?

If you are constructing a new home this year or are anxious to put in appliances which will make housework

easier for the women of the house come in and talk things over with us *now*. We'll show you all the splendid electrical household devices we carry and make an estimate for fully equipping your house with them.

#### Getting Ready for the June Bride

Or suppose the dealer makes a special drive to secure the business in electrical appliances which can be secured for newly-married folks. How many June brides were there in the city last year? This information can be obtained from the county clerk. Once it has been secured it can be made use of by a placard placed in the center of an electrical appliance display upon which the following inscription has been lettered:

*How many local June brides will be made happy this year by receiving a full equipment of labor-saving household electrical appliances?*

Last year there were 181 June brides. This year there will be more, in all probability.

How many of the June grooms will realize that one of the most satisfactory wedding presents they could possibly make to their brides would be a complete set of electrical appliances such as are shown in this window?

If *you* are going to be a June groom or if you are going to make a wedding present to folks who are going to be married in June, don't overlook this opportunity to do something exceptionally nice for the bride. Come in *now*

and look over our stock and pick out the appliances you are going to give her.

People are always interested in babies, in new homes and in weddings. Anything that calls attention to local babies or local homes or local weddings is certain to attract a great amount of attention.

#### Take a Census of Appliances

If the dealer will take the time and trouble to go even deeper in the matter of investigation it will be possible to dig up a lot of other interesting news which when used in the window display will greatly boost business. For instance, suppose that a single block in a good residence district of the city is canvassed to see how many of the homes in the block own household electrical appliances which are constantly in use. And suppose the result of this canvass is used on a placard in the window in some such way as this:

Do you live in Brookview?

The alert folks in Brookview thoroughly realize the advantages of using household electrical appliances. One block in that section on which there are twelve homes has forty-eight household electrical appliances, four to each home.

Is your home equipment thoroughly electrified? Come in now and look at our supply.

Such news as this would not alone interest everyone in Brookview but folks in other parts of the city, which would be good business.

### Posies and Appliances Sell Each Other in This Florist-Electric Shop



Judging from the popularity of florist-electrical shops in North Carolina, one would think no Carolinian buys an electric iron without buying a posy also! Here is another such store, where the flowers help the appliance sales and the sparkling appliance tables and attractive lamps set off the flowers. The store is the Beck Electric Company, Tarboro, N. C., and Mr.

Beck, in looking around for some responsible persons to take charge of his shop, was fortunate enough to find a young couple who wished to start a florist shop. The husband keeps the books and the wife takes care of the electrical and flower sales. Pretty good team work, but we'll wager the Missis did the major part of the "dressing up" of this inviting store!

### Selling \$5,000 Worth of Cleaners in Three Weeks in a Small Town

A consistent, intense publicity policy, according to the Fulton County Gas & Electric Company, Gloversville, N. Y., was responsible for the success of one of its cleaner campaigns. The campaign lasted three weeks, and resulted in sales of eighty cleaners, amounting to \$5,115. Because of the efficient publicity given the drive, no extra salesmen were taken on. Only three outside salesmen, the company's regular men, were used. The newspaper advertising amounted to 5½ per cent of the sales. "Movie" slides were used for one week. So effectively did this advertising pave the way for the salesmen that thirty-six cleaners were sold in the last four days alone. One man sold sixteen cleaners in four days, averaging four a day. Every machine sold was thoroughly demonstrated in the home of the purchaser. The terms offered were \$5 down and \$5 a month.





Here's a part of the crew captained by G. C. Davis and J. B. Quigley, of the Lakewood Electric Company, Cleveland, which

has built up a business that thrives even in times of stress. Intelligent, tactful, house-to-house selling by women who know

how to be polite and friendly is an important factor in this success. Live leads make every salesman's call effective.

## One Team Makes Friends— Another Team Makes Sales

Here's a Dealer Who Proves That Selling Will Sell, Thanks to Well Trained Women Solicitors, House-to-House Salesmen, and Thorough-Going Business Methods Generally

By FRANK B. RAE, JR.

**H**OUSE-TO-HOUSE SELLING is the bugaboo of the average appliance salesman. Granted. But go out and talk to Miss Jane Bailer, a solicitor of the Lakewood Electric Company in Cleveland, and you'll get a different angle on it entirely.

"Soliciting? I dote on it," she glows—and you can't deny that she's expressing a sincere conviction.

"It's positively fun," says she, and the other women of the Lakewood soliciting team back her up in this assertion. They're possessed of real enthusiasm for this task that is usually condemned as so distasteful; and what's more, they're so smart at it that they're contributing largely to the very tidy prosperity of this firm at a time when other concerns are slumping.

G. C. Davis and J. B. Quigley, partners who control the Lakewood

Electric Company, have put into practice some live merchandising ideas in their store in the outskirts of the big city, ideas which have brought very tangible results. Not the least effective of their schemes is that of the "co-ed" solicitor. Proceeding on the old and true principle that it pays to go out after customers instead of waiting in the shop for people to come their way, they find that the best means of getting acquainted with the housewives in their territory is through women solicitors, who merely obtain the names of prospects for the salesmen to follow up. The outside sales force is thus made up of two divisions, the women who do the advance work and interest women in having a demonstration, and the men who take up the work at this point, demonstrate, and close the sale. The salesmen, according to this arrangement, do not receive

any names to call upon unless they are live and genuine prospects.

Mr. Davis and Mr. Quigley count their four women solicitors among their greatest assets. They find that while a girl takes longer to solicit a given territory than a man, on the other hand, she brings in more good prospects. Housewives who are not dressed to receive callers will admit a woman when they would not unlatch the door to a man. They feel freer about talking with her and they will gossip about the housework and the baby's illness and often become well acquainted.

This friendly attitude largely accounts for the fact that these women of the Lakewood Electric Company enjoy their work so thoroughly, which in turn is a reason why they get good results. They are not loaded with a cylinder of sales talk to be reeled off at a mile-a-minute gait. They don't begin like

a machine gun the minute the door is opened nor shove their foot in to keep the housewife from closing it again. They are professional friend-makers, not sales-makers.

"I frequently talk about something else first, and then come

far from downtown Cleveland, in 1913, with a paltry two hundred dollars for capital. In 1920 he and his partner did a business of a little over \$200,000. During the first six months of 1921, the "lean" time in the business world at large, they

the men who do the demonstrating. When the solicitor is successful in creating a desire for any particular appliance in the housewife's mind, and is able to have her consent to a demonstration, the prospect's name is immediately turned over to one of the six outside salesmen who make demonstrations and close sales. If the prospect does not wish a demonstration, but says that she may be interested at a later date, that information is recorded on a card for the prospect file.

#### How the Women Are Paid

Certain of the four women solicitors employed by the Lakewood company work for individual salesmen, who pay one-half the salary, the company paying the other half. On all sales to prospects, which have been reported by the solicitors, whether they are closed at the store or by a salesman, the salesman is allowed a commission, and the solicitor receives one commission from the salesman and another from the store.

The store is now establishing the system of making "call backs" at least every thirty days upon all customers who have made purchases, and this is already resulting in the addition of many names of new prospects, friends of the "satisfied users." Altogether the prospect list now numbers nearly 10,000.

Frequent meetings of the staff are held, for discussion of ways and means, and for instruction about the construction, operation and use of the appliances. Mr. Quigley, who is in special charge of the appliance sales, is a first-class teacher, his force declares. He gives most of the training himself, but also calls in factory representatives to assist in educating both solicitors and salesmen.

Four good-sized sales rooms, two devoted chiefly to the sale of appliances and two to lighting fixtures, make up the Lakewood Electric Company's shop. Even though it is located away out in the tall grass, with a vacant lot next door and residences across the street, and even though the passers-by are comparatively few, this firm gives the big downtown dealers a run for their money, thanks to the good merchandising sense of Mr. Davis and Mr. Quigley and their enterprising "co-ed" solicitors. A lull in the market has small terrors for a concern that builds on a basis as sound as this.



The women who ring doorbells for the Lakewood Electric Company are well trained regarding the construction and use of the appliances, even though they do not do the demonstrating nor close sales. J. B.

Quigley, one of the partners, has special charge of the merchandising and sale of appliances and they say it is hard to "get by" J. B. without knowing something about cleaners and washers.

around to electric appliances," said Miss Bailer.

The Lakewood team makes it a point to greet the housewife in a natural way, and then to ask for information about what appliances she owns, and what others she is interested in investigating. They try to find out what her desires are, and then go on to interest her in something which will serve and satisfy her as nearly as possible. This natural attitude brings far better results than attempts to force the prospect, according to Mr. Davis.

And Mr. Davis ought to know, to judge from his record. He started out in business in what was an unfavorable location, a mile from the business center of suburban Lakewood, and three or four times as

sold an average of twenty-five washers and thirty vacuum cleaners per month. Eighteen months ago their force in the household appliance department consisted of two women solicitors and two salesmen. Since that time, in the face of the "business depression," they have increased sales to such an extent that it has been necessary to double the number of both men and women.

People are not so willing to stop and talk with solicitors now as they were when times were better, the women report. But still, as one solicitor put it, "There are always some who will buy." The Lakewood solicitors seem to be successful in ferreting out the right ones.

This system is of course most economical of the time and effort of



## Is the Electric Washer a "Nuisance" in Apartment Houses?

Not if Properly Demonstrated, Installed and Serviced by the Dealer, to Eliminate Annoyance to Other Tenants

HE WAS a new tenant, and only the day before, a huge case, bearing the stamp of the nearest electrical shop, had been hoisted up in the apartment-house elevator and deposited in his two-by-four kitchen. The landlord, stopping him in the hall, said in the aggressively defensive tone peculiar to his kind: "Say, Smith, what's this I hear—you've got an electric washer?—Hm-m. Wish you'd told me before. Over at McKellar's the other morning, the people upstairs had one of the blooming things going and it made such a racket I wondered the whole family wasn't put out, washing machine and all. Couldn't stand for it in this house—no, not by a long shot.—Well, all right, try it just once—but if there are any complaints, mind you—!"

Smith wasn't much worried, for the electrical dealer had explained to him that his washer had been designed especially for apartment-house use. Nevertheless, before Mrs. Smith had the water in the tub next day, small, saucer-shaped, rubber pads were placed under the casters of the machine. And the washing started.

Meeting the landlord in the hall that night, Smith asked if any complaints had come in. "Why you haven't tried it out yet, have you?" came the answer. "I was just talking with Mrs. Harris, who lives below you, and she hadn't heard anything!"

### Six Sales from One

Well, the long and short of it is that not only did Smith's washer stay in, but before many months had passed five or six other washers were humming merrily away in that house—even in the landlord's apartment on the top floor!

Unfortunately, all adventures with apartment-house owners do not end as happily as this one did. The state legislatures, it is true, are gradually coming to the rescue of the abused tenant, but in most states the landlord is still absolute ruler in his own domain and it is well worth the electrical dealer's while to remember that the landlord is often to be "sold" on

the idea of electrical laundering as well as the tenant. Landlords have the right to eject "objectionable" tenants and to prohibit "nuisances" on their premises. And with the landlord usually rests the sole right to decide when a tenant becomes "objectionable," except in states which now require that a court must also be first convinced of the tenant's undesirability.

Now, when an electric washing machine can be considered objectionable is a question to be decided on the merits of the individual case. If the vibration of the machine is so great that it seriously annoys other tenants, the landlord will undoubtedly be sustained when he declares the washer a "nuisance."

And just here is where the services of the electrical dealer enter.

"Most washers make so little noise," says one electrical dealer, "that other tenants can have no valid objection. There are just two or three machines on the market which do have a powerful vibration and

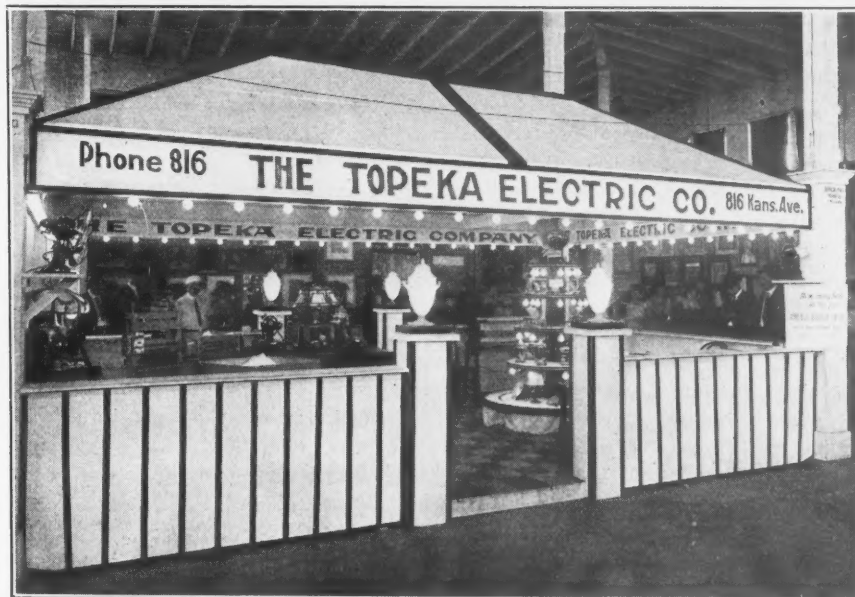
make a terrific pounding on the floor which is heard more by the tenant downstairs than upstairs. It is up to the dealer not to sell one of these washers to an apartment tenant.

"In the second place, the only time when a washer properly sold makes an objectionable noise, is when it hasn't been installed correctly or when something was wrong with the construction in the first place. Sometimes the gears loosen, the parts get out of plumb, and the whole thing loses balance.

"Here, again, it is up to the dealer to see, first, that the washer is installed properly; second, that the woman buyer is thoroughly drilled and knows how to work the machine; third, that the washer is faithfully and consistently serviced after its purchase. And of all these, the most important is servicing. Regular visits to washing machines working in apartment houses, I find, is the best way to keep peace in the family and the landlord on my side! Often only a tightening of the gears will put the machine in smooth running order again.

"Another thing the dealer can do is to keep a small stock of round rubber pads or the larger rubber mats, or cork or linoleum, and suggest that the tenant use one of these methods, when necessary, to deaden the sound."

## Get Ready for Your County Fair!



In communities where the county fair is the event of the year, it is natural for every electrical dealer to want to be "in on it" with a booth of his own—but the affair is of such magnitude, and competition for popular attention so keen, that it is usually well worth his while to plan a "continuous performance" program of some kind to make his exhibit the center of attraction

during the show. Aside from the very desirable publicity gained from the show, his exhibit should bring him the names and addresses of many new farmer prospects and, through demonstrations, acquaint many farm women for the first time with electrical labor-savers. The booth shown was the exhibit of the Topeka Electric Company at the Kansas Free Fair.



# Electrical Merchandising

The Monthly Magazine of the Electrical Trade

*believes that:*

1. Goods must be sold and business done at a profit.
2. Business comes to the man who goes after it.
3. Central stations must compete with other retailers at a profit.
4. The contractor-dealer must go after business if he expects to get what he deserves.
5. Discounts in the chain from manufacturer to jobber to dealer must be so adjusted that every man who has a function gets paid for it.
6. It is to the central station's interest to encourage and foster retail sales by every retail electrical dealer in its community.
7. Electrical contractor-dealers should cease selling merely wiring jobs or appliances, and sell an electrical service.
8. The electrical merchant—central-station man, as well as contractor-dealer—must analyze his business, know his costs, and adopt modern merchandising methods in both buying and selling.
9. The electrical trade must think and practice "Quality Electrical Work," using quality materials. This means that owners, architects and builders must be shown the advantages of equipping houses throughout with convenience outlets; that plugs and receptacles must be standardized; that fixtures should be equipped with standard-plug connections; that lighting outlets and switches be located with regard to the principles of good illumination and convenience; and that meter-boards be so located that meters can be read without entering the house.
10. It is the duty of every electrical man to help educate the public to use electricity and electrical devices that lighten the labor of the home, office, shop and factory. To this end we urge local newspaper advertising on the part of every dealer handling electrical appliances, and that advertising departments of local newspapers be made part of the local electrical industry.

## A Step Backward from Plug Standardization

ELECTRICAL MERCHANDISING believes that the twelve manufacturers who are about to bring out devices to "hang a fixture like a picture" are to be congratulated on their wise foresight in agreeing on a *uniform type of fitting* to be made by all of their number. The electrical industry and the public will, as a result, be spared the confusion in designs which would have resulted if several different and non-interchangeable fittings were placed on the market through established distributing channels. The new ceiling and wall receptacles and fixture-hanging plugs will probably be ready for distribution to the trade by November of this year.

But the readers of ELECTRICAL MERCHANDISING who have followed the progress of the "hang-a-fixture-like-a-picture" idea, and electrical men generally who are interested in the cause of attachment-plug standardization, will learn with surprise that the new fixture-hanging fitting proposed by the manufacturers *contemplates using not the parallel-bladed plug* which electrical men generally have now come to regard as standard, but a tandem arrangement of blades entirely different from the parallel-blade standard. The wall and ceiling receptacles, will, it is true, be equipped with slots which will take both the parallel and tandem blades, embodying a patented arrangement, and this perhaps gives a clue to the reason for the adoption of the non-parallel type of attachment blade.

Many of the manufacturers who will bring out the new fixture-hanging device have during the past two or three years been among the most ardent advocates of standardization on the parallel-blade basis.

ELECTRICAL MERCHANDISING feels that a distinct step away from the standardization of attachment plugs (on which so much has already been accomplished) will be

taken if other than the standard parallel-bladed form of fixture plug is incorporated in the new fitting. We believe that these particular manufacturers and the electrical trade generally will all profit far more by the adoption of the non-patented parallel-blade construction than by departing from the parallel-blade form to embrace the temporary patent protection afforded by some other form. The new fixture-hanging device, it must be remembered, is being designed not for ten years or so but for all time to come, or at least as long as electrical fixtures are energized by wires.

ELECTRICAL MERCHANDISING therefore insists that any other than the parallel-blade construction will be a step away from the present happy approach toward plug standardization, a standardization so badly needed; and we hope and urge that the twelve manufacturers will reconsider their designs for the new fixture device, and with it continue to promote the ideal of

*The Standard Plug with Parallel Blades!*

## No Buyers' Strike Here!

THE FEDERAL RESERVE BANK for the New York District has made a study of the actual sales of fifty-eight representative local stores, comparing the sales of May, 1921, with those for May, 1920, and finds that measured in dollars the sales fell off 13 per cent. But comparing sales as to volume of goods moved, the official statement by the Federal Reserve Bank reads:

The number of transactions was about 10 per cent greater, and when price changes are taken into consideration it is clear that the volume of merchandise distributed over the counters continues to be larger this year than last.

If the general merchandise lines can show an actual increase in volume of goods sold, what should be the record of the average electrical business, operating in a field barely four or five per cent saturated?

Even in the general lines there is, according to the Federal Reserve figures, no support for pessimism. Nor is there any indication of a buyers' strike, or of business distress.

And in the electrical business all we have to do is to get busy and *go out and sell!*

## What to Do With An Idea

STICK TO IT.—A good idea will find acceptance sooner or later; an impractical idea will reveal its own weakness in time. It is the half-baked ideas which cause most of the trouble; and by "half-baked" we mean ideas which are conceived, toyed with and finally allowed to gather dust and clutter up our minds without being developed far enough to reveal whether they are useful or not.

The fact that an idea is not immediately accepted and used does not imply lack of merit. Perhaps it is not "sold" with sufficient skill and force; perhaps conditions are unfavorable to its utilization; perhaps it is too vague and unfinished to be comprehended. The Royal Society of England did not consider Benjamin Franklin's account of his experiments in electricity of sufficient importance to be printed in the Society's transactions. Suppose Franklin had accepted this turn-down as final!

If you have an idea—even a little one—*stick to it*. Develop it, expand it, simplify it, until you prove to others that it's good, or until you prove to yourself that it's a "flivver."



## Marketing New Lines at a Profit



### Do You Sell Electrical Aids for the Deaf?

Unexpected courtesy breeds sales. If you want to prove the principle in your own selling laboratory the only apparatus you need is an electric appliance for the deaf.

When a customer in your store asks you to please speak a little louder, proffer the electric ear. Adjust it, so that it reproduces sound faithfully without buzzing. And you will find yourself confronted with a first-class prospect. Don't let him go until he is a customer.

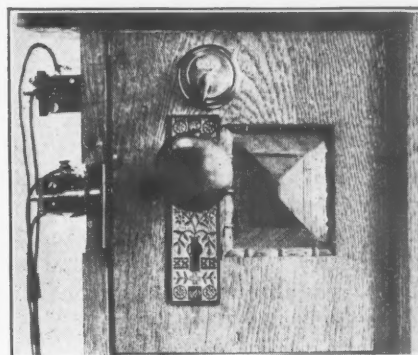
### Install Electric Burglar Alarm Systems

With the crime epidemic of burglaries and murders taking first page positions in the newspapers again, many families are looking to their means of burglar protection, and many husbands are being reminded of the danger of leaving wives and children home alone without adequate protection.

*The Dealer Who Makes Money  
Is the Man Who Capitalizes  
New Developments of the  
Electrical Art in Terms of  
Consumer Sales*

An electric burglar alarm system often supplies just the means they are looking for, and offers another opportunity to the live contractor. Paul V. Vandeveld of Corona, N. Y., who has patented his own burglar alarm system, is kept busy installing it in houses, apartments, offices, country homes, garages, and even on automobiles. In the garage, the alarm is given when just the door knob is turned, the purpose being to warn the owner when he has forgotten to lock the garage that the door is being opened. Installed on an automobile, the alarm enables the owner to leave his car safely in the street while he enters a building or leaves the car temporarily to transact business.

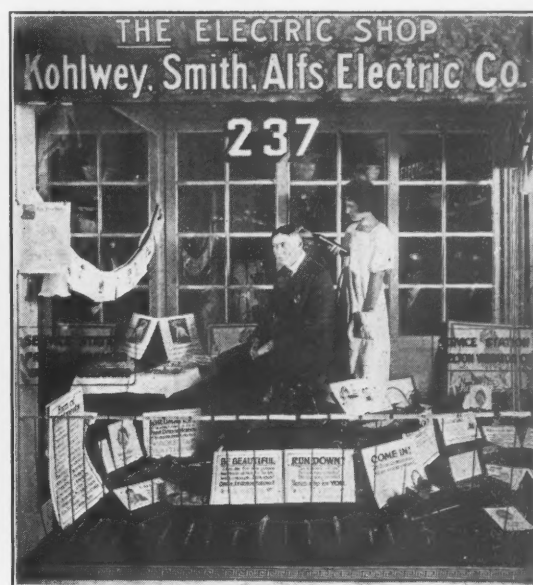
Mr. Vandeveld's device, placed in the door casing, is operated by the bolt. It is held in place by the striker plate. The plunger spring is held out of circuit by turning the knob or unlocking the door, the



The master switch may be operated by the Yale lock, and only the person who has the key can control the alarm at will. Attached to the lower lock is the burglar alarm spring, which can be applied to either knob or keybolt.

plunger, carrying a point on the body of it, makes contact with an insulated spring. On the other hand, the device applied to a Yale or other lock closes the circuit when the door is closed and opens the circuit when the key is inserted and the bolt turned. The system is adaptable to any lock that works with a bolt. Mr. Vandeveld also installs the alarm on windows. He believes that selling will sell; that's why he is getting business.

### Are Violet Ray Sets Easy to Sell? Look at This Mob and Judge for Yourself!



Violet ray sets are still at the stage where most people must be shown "how they work" before they quite understand just what they are. And when they are shown "at work," they attract the kind of crowds you see here watching a demonstration in the win-

dows of the Kohlwey, Smith, Alfs Electric Company. Many passers-by stood for half an hour watching the "patient" in the window receiving treatment for headache, toothache, or fatigue. Many of them really understood violet ray treatment for

the first time, and there was a constant stream of people into the store inquiring about the machines. During the week of the demonstration, twenty-five of the sets and a considerable number of applicators were sold.



## Making Violet-Ray Outfits Sell Themselves

Summer is undoubtedly the time for dealers to push the sale of electric fans, but when the mercury rises we frequently find that the demand for fans is so great that stocks soon become exhausted and no further pushing is necessary. If it were not for the fan business some dealers would have a hard time pulling through the summer months which are so often dull. Constant effort is being made to make the electrical business a year-round affair, and success is being met in some sections of the country.

Violet-ray machines are being so extensively advertised and are meeting with such general approval by the public that dealers may find it advantageous to push them during the warm weather. The seashore and the mountains always subject vacationists to drafts and to other foes of health, which frequently result in rheumatism. There is little need of mentioning that folk suffering with rheumatics will go to almost any expense to find relief. And rheumatism is but one of the ills for which violet rays are said to be beneficial—ills which are as annoying in the summer as any other time of the year.



Passers-by stopping for a moment or two to be introduced to Miss Violet Ray, who comes right through the window to meet their extended hands, and tingles health into their rheumatic nerves.

R. Randell, appliance expert of the Continental Radio and Electric Corporation, New York has taken advantage of the above facts in a most unique and successful manner. What he has done should prove of advantage to any dealer who will follow suit; if not now, at any time it becomes desirable to derive all the profit possible from handling violet-ray outfits.

### Let Them Feel High-Frequency Tingle

There are several makes of these violet-ray machines and they have been described in many periodicals which have national circulation, as well as in local papers in various sections of the country. Violet-ray outfits are known, in an abstract sort of way, to all who read. But many of the readers never seek any further information than that which they derive from the perusal of the "ads." They never have felt the tingle of the high-frequency currents coming from glass tubes into their rheumatic nerves, or into their pet corn, or the lumbago-ridden section of their back.

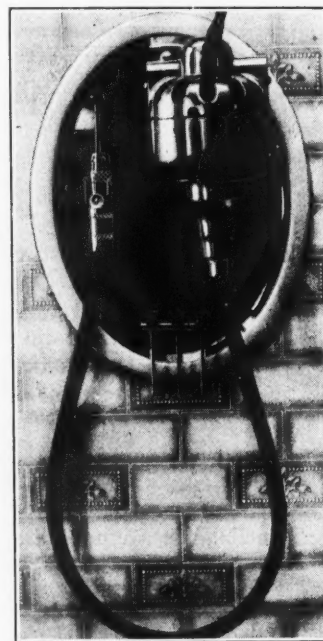
Mr. Randell has made it possible for them to meet "Violet Ray," as he terms her, without cost or inconvenience. In the center of a window filled with various violet ray outfits, he has placed a brass stand, which may be made from lighting fixture parts. On the top of the stand he has placed one of the bulb-shaped applicators, so that the bulb touches the inner side of the window glass. A lead has been taken from one of the service receptacles in the window and a socket is connected to it. A flasher is screwed into the socket and the plug from the violet ray outfit is, in turn, screwed into the flasher.

### "Action" Sign Holds Interest and Wins Sales

An attractive sign, made of white cardboard and lettered in violet, is placed right in the center of the window and the bulb part of the applicator passes through a hole in its center. On the sign appears the complete story; "Violet Ray" being in the form of a straight line at the top and "Free Treatment" being of similar formation and below the circle which carries the attractive inscription, "Touch Center."

Passers-by approach the spot in the center of the window with great interest, especially in the day time,

## Another Bath Room Accessory—The Electric Tooth Brush



We may not yet have an electric face washing machine, an electric hair comb, or an electric collar and tie fastener, but we're coming along. For now we have the electric tooth brush! The electric hair curler, shaving cup, hand dryer and shoe polisher have already lessened the morning toilet (for some of us) by fifteen minutes, and now this latest device promises to add at least another minute to our morning slumber. We always did wish our daily cleaning would have the same effect as the dentist's semi-annual operation, and that is exactly what the electric brush will do, claims its inventor, Louis A. Gable, of 105 Evergreen Street, Harrisburg, Pa. Wonder, too, if it wouldn't give the small brother home a keener zest for this daily-to-be-avoided labor.

when the rays are not so easily noticed. When they touch the spot they are greeted by "Violet Ray" and frequently enter to inquire about the machines. Sales in this store have accordingly gone up so rapidly that the idea has already spread to a number of stores in the Metropolitan District.

Dealers who contemplate using this unique method of attracting attention to their shops will find that it will be of value to use a flasher in series with the violet ray machine, because it permits the contacts on the vibrator of the coil to cool and prevents the coil windings themselves becoming too hot from continuous operation. In addition to saving the outfit which is used for display, it has the effect of permitting more persons to try the treatment in a given time, for, when one group has touched the spot for the period of operation, its members will generally leave the space for another when the current is turned off.





## Hints for the Contractor



### Recommend a "Cleaner Closet" with Outlet Permanently Attached

The growth of the appliance business depends in considerable measure upon suggestions given to purchasers which will result in the more economical or satisfactory use of electric labor savers. It is not



In the apartment where this picture was taken, a cleaner is equipped with a 24-foot cord semi-permanently connected, which enables the housewife to clean any corner of the living room, bedroom, dining room and kitchen, and even a short distance down the hallway. These are the rooms most used, and which require daily cleaning. When she wishes to clean the hallway and back of the house, she must, of course, disconnect the cleaner from the closet outlet and connect it in one of the bedrooms, but even then the long cord requires but one shift.

enough for the dealer merely to sell devices and let the customer learn by experiment and experience how best to utilize them. He must, as the local electrical authority, be always alert to bring to the public's attention the latest ideas for keeping house electrically.

One such suggestion is contained in the photograph reproduced herewith. It is the modern electric "cleaner closet" and it would mean

*Ideas on  
Estimating, Stock Keeping,  
Shop and Construction Methods,  
Repairs and Maintenance,  
and Collections*

much to the electrical business if every owner of an electric cleaner were induced to adopt this clever, time-saving idea.

First of all, the cleaner closet is located at the most central point in the house available—in the case here pictured, it is a coat closet opening off an apartment living room. The cleaner is kept here, and with it the cleaning attachments.

The "big idea" of the cleaner closet is the baseboard outlet to which the cleaner is semi-permanently attached by an extra long cord. As the closet is located in the "geographical center" of the home, this enables the housewife to use her cleaner at any moment and in any room within reach of the extension cord, without having to make a connection. The cleaner is there, ready for instant use. She simply runs it out, snaps the handle switch, and whisks up the dirt. When through, she runs it back to the closet and reels up her cord—no stooping to disconnect the cleaner from a baseboard outlet, or, what is even more bother, to unscrew the plug from the light socket and reinsert the bulb.

The lady who evolved the cleaner closet shown had another excellent idea, which is also shown in the picture. She keeps the cleaner attachments in a small paper shopping bag, and she had a tinsmith make her a hanger for the hose which prevents it from bending double and cracking. She uses her attachments very frequently because this arrangement enables her to get at them easily.

### Profits in Wiring Old Homes

Not a small part of the contractor's field is that of wiring old homes built before electricity became a "taken for granted" item in the householder's plans.

One enterprising contracting concern of Columbus, Ohio, the G. C. Hancock Electric Company, located at 20 East Spring Street, has been

making a specialty of wiring old homes, and in that field has built up a large business. Plans for wiring these houses at a minimum cost have been worked out by G. C. Hancock, head of the concern, who has devoted special study and effort to this project. One of the features of the business is a special finishing plant for fixture parts, which has been installed to turn out such type of fixture which the prospect may choose to harmonize with the woodwork or furnishings of his house.

### Use a Trademark That Identifies Your Name

BY B. S. BROWN

W. J. Squire, conducting a contracting and repair-shop business in Kansas City, is "setting free" many electrical repair men of the Western States for merchandising. Mr. Squire is receiving a large volume of motor repair business from the shops of Kansas, Missouri, Oklahoma and Nebraska.

Mr. Squire has built his business partly by means of advertising—using circular letters, personal letters, and blotters. One feature of his advertising is the use of a caricature of a country squire, this face having become well known among men in the electrical industry in the Southwest. The picture was presented to Mr. Squire by the printer who produces his stationery—and Mr. Squire, having no personal van-

**SQUIRE  
ELECTRIC  
COMPANY**

Electrical  
Construction  
and Repairs

All orders given immediate  
attention.

BOTH PHONES  
MAIN 789

401 Wyandotte St.,  
Kansas City, Mo.



Should a business man's face be as well known as his name? Why, certainly. At least a trademark, whether a face or something else, should identify the name.

ity to be affected by the possibility that some people might think the picture was his portrait, has used it ever since, with good results. He changes the copy on the blotter each time a lot is mailed, every two or three months, with circular letters.

### Now Is the Time to Get Residence Business

BY ROBERT B. ELY

The electrical business has some peculiarities that have prevailed for many years owing to a combination of circumstances and conditions that surround the industry and with which it has to contend.

One of these is the fact that greater activity in the wiring of houses and commercial buildings and the extension of the lines of the central-station lighting companies is done on a high market. When wiring materials are low in cost, there is usually difficulty in financing the cost of line extensions, so that generally this work has been done at a high cost.

Prior to the World War, prosperous years would create a demand for the wiring of all classes of buildings and for electric service, with the result that the average householder would wire his home, paying for it outright, or on a deferred payment plan, and no great difficulty was experienced by the electric-lighting company in making extensions as long as the available business would warrant the cost of extending the lines. During the war, the entire output of the central stations was demanded; the bulk of energy being sold to industrial plants. In many cities, the workman who had the money to wire his house was refused service and was obliged to use other means of lighting his home. He did, however, put some of his earnings in the bank, and this is evidenced by the fact that today there are a greater number of depositors in the saving-fund accounts and with higher average bank balances to their credit than ever before.

With the readjustment and curtailment of business, we find money can be had only at high interest rates and this has resulted in a curtailment in activities that would tend to create better business. The curtailment of these activities has led to a lessened demand for materials, so that they dropped in price.

The accompanying chart shows how the cost of some twenty items

### Cards Like This Wire Many Wisconsin Homes



The sole ammunition which the Wisconsin Valley Electric Company, Stevens Point, Wis., uses in its successful wiring campaigns, is a series of business-getting cards like the one pictured above. These cards are addressed to tenants, landlords and home owners, each group receiving a different series of broadsides, at regular firing intervals one week apart. The cards are variously colored, orange, pink, blue, green, etc., but are uniform in style, so that their repetition adds to the forcefulness of their messages. As a result of these cards, the company wired 425 houses out of a possible 1,200 during one year.

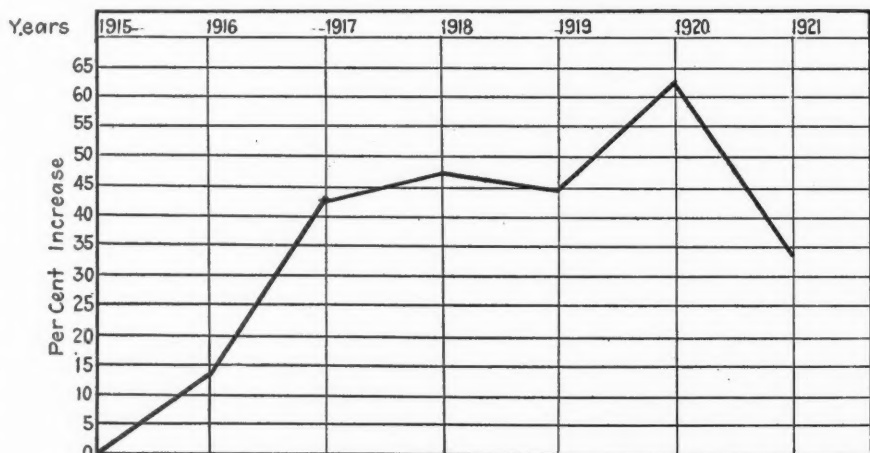
used in wiring have decreased within the past year. Therefore, reduced material cost should in a measure compensate for the higher cost of financing on borrowed money.

The householder, moreover, is in a better position financially to equip his home electrically than ever before, for he has the necessary funds to invest in a permanent improvement to his property and wants the added convenience and comfort that he would naturally derive from such an expenditure. It is not a very difficult undertaking to get the householder to part with a sufficient amount of money for this purpose. It is a case, however, for bringing salesmanship into play, for the householder who has been refused service when he most desired it, will not feel

very kindly toward the idea of electric lighting until he fully understands why he was not given greater consideration before when he wanted service.

There is considerable activity now in publicity to educate the householder in the use of both electric lighting and the application of electrical appliances in the home. In view of the decreased cost of materials, additional convenience outlets should be taken advantage of to enable the householder to enjoy the convenience and comfort made possible by a flexible installation. From the reports of activities in home building it is evident that the majority of new homes will be wired for electricity, but there is still a tendency on the part of many builders to limit the number of outlets to a considerable extent. In fact, many houses recently built that sell from \$8,000 to \$10,000 do not contain a baseboard or convenience outlet.

The electrical contractor and dealer who come in close contact with the builder and frequently the owner of the property, have the opportunity of not only using their influence to have sufficient outlets provided, but by providing such outlets, they immediately have a prospective purchaser for many appliances. Thus it is to their advantage to tie in with the publicity and educational work that is being done and to actively participate in house lighting campaigns that are being carried on in various parts of the country. The market value of materials is down, the householder has more funds than ever, the central stations want the business.



This chart, prepared in the office of the Westinghouse Lamp Company, shows how the cost of some twenty items used in wiring have decreased during the past year. The average price is based on the number of items listed, although this average has

not been "weighted" with respect to the average quantity of material of each character used in wiring a house. The chart indicates, however, the tendency of average price performance of electrical materials over a period of years.



## Another Wiring Opportunity —Special Furnace Outlets

BY J. E. BULLARD

When there is a sudden drop in temperature, or when the fire in the furnace is low in the morning, the natural draft of the average chimney cannot be relied upon to hurry up the fire and keep the house comfortable. A small electric fan placed to blow a breeze into the fire box, however, will supply the forced draft that is necessary. With the poor quality of coal that one often gets in these days the use of the fan becomes necessary more frequently than it did in the days of high-quality cheap fuel.

If the furnace is of the hot-air type, a fan in the cold-air box often means the difference between chilly and warm comfortable rooms on the floor above.

To get satisfactory service from the fan or fans it is necessary to have special outlets near the hot-air box and near the furnace ash-door. These outlets must also be independent of the switch at the head of the cellar stairs, because it is as uncomfortable to fall down stairs in the dark or to fall over something in the basement while feeling for the light, as it is to spend an evening in a cold room!

## On the Question of Size of Plant for the Farm

There has always been and, without a doubt, always will be a difference of opinion as regards the proper size of electric power and lighting unit for isolated installation work on the farm.

Some manufacturers claim a  $\frac{1}{2}$ -kw. unit to be the proper size, while others maintain a preference for the  $\frac{3}{4}$ -kw., 1-kw.,  $1\frac{1}{2}$ -kw. and 3-kw. units.

To settle this question in their own minds one middle-western manufacturer, the Phelps Light & Power Company, at Rock Island, Ill., invested upward of \$15,000 and one year's time in making a survey of farms. In this investigation it found a preference for the  $1\frac{1}{2}$ -kw set, an electric power plant that would provide approximately two electric horse power for power and light use.

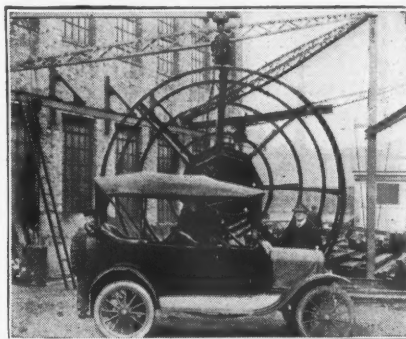
An interesting angle of the investigation that developed was, however, the fact that farmers did not care to depend solely on the electric power but that in many cases they wanted,

with the electric power, a certain volume of belt power to take care of chores that were too heavy for even a 2-hp. electric motor.

For instance, on farms of 40 acres or even less the  $1\frac{1}{2}$ -kw. set is not too large as its operating cost in fuel and oil is practically no greater, it is claimed, than that of a small plant, while on farms of upward of 1,000 acres it is powerful enough to do all the chore work now handled by man power.

## Monster Indirect Lighting Fixture in Theatre

Probably the largest indirect fixture ever built has recently been installed in the Alabama Theatre, Milwaukee. This enormous indirect unit is 15 ft. in diameter and contains 118 lamps—the main bowl containing 100 of the 200-watt Mazda C lamps in X-Ray reflectors, and the lower bowl containing eighteen 60-



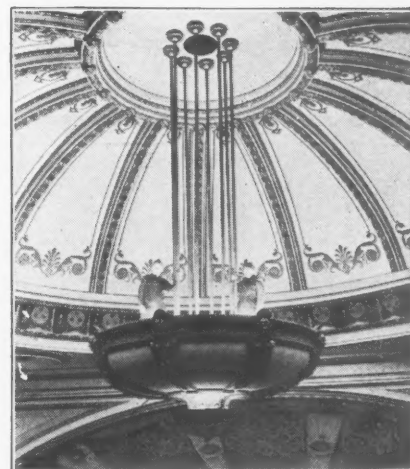
The great fixture during construction showing the steel framework which measures 15 ft. in diameter.

watt Mazda C lamps. These latter lamps serve to light the large bowl, and are used for lighting in emergencies.

The auxiliary lighting in other parts of the theatre not affected by the central fixture is done by means of sixteen smaller fixtures similar to the large one.

Directly above the fixture there is a hole large enough to permit a man to climb down a ladder into the bowl. Below the large bowl and part of the fixture is a smaller bowl. From this smaller bowl can be lowered a cable at the end of which is a leather outfit. By means of this, a man is hoisted to a position enabling him to clean the outside of the large bowl.

Colored lighting is the feature of the installation. In the central fixture the 100 lamps are divided into four groups: Twenty-five each of red, blue, amber and white. The



This huge fixture is suspended by eight two-inch pipes twenty-five feet long and hangs in the center of the dome over the auditorium of the theatre. It weighs approximately 5,500 pounds and is finished in ivory and gold.

colors are secured by natural colored cover glasses placed over the reflectors. In the smaller fixtures the same scheme is carried out.

Another interesting treatment of the lighting in the Alhambra is the floodlighting of the proscenium arch. This is accomplished by means of twelve 1,000-watt lamps in special reflector equipment.

## Advertise—and Keep at It

"The way we advertise in the electrical business is, too often, very much like the way the average man works" declares L. D. Gibbs, advertising manager of the Boston Edison Company.

"The average man, if he would set himself a good average pace and stick to that pace every day, would accomplish much more than he even imagines now is possible. Yet he can do it by simply keeping steadily at it. If the average sales person who goes out to sell or who is behind a counter would set himself or herself some sort of standard to sell up to and go straight on throughout the year, developing all the supporting lines through extending acquaintanceship and adding to the little services and attentions given to customers, this bogie or average would then become possible.

"It is the same with advertising. Electrical concerns generally, I think, are too much inclined, when we have a little money in sight, to use it all up before the sales organization really gets going. After the sales crew gets going there is often nothing left with which to back up the effort, and loss of efficiency results."





## The Appliance Saleswoman



### Get the Women's Clubs to Hold an Electrical Show

Hard times or easy times, woman's business is housekeeping, and if she doesn't buy the things she used to buy, it's not because her interest in her business has slackened. On the contrary, when "easy times" go in housekeeping as in any other business the increased efficiency of labor-saving appliances is the first remedy needed.

So, the electrical merchant, like any other merchant, has to go out and get his customers now. That's the only real difference. He has to get them in groups—and where can they most easily be found in groups? For one place, at the women's clubs. More than ever before, dealers are learning how the women's clubs' welcome an "electrical show" or an "electrical household exposition" even at the clubhouse, for their members. Or the dealer may bring them to his store by holding a real "electrical show" there himself, for a week or so, and inviting the women's clubs to attend.

Both of these plans to reach the housewives in groups have recently

An "Idea Exchange"  
for the  
Women Who Sell  
Labor-Saving Appliances  
for the Home

been tried successfully, the first at Tarrytown, N. Y., by the Westchester Electrical Supply Company, and the other at Charleston, S. C., by the Louis D. Rubin Electrical Company.

### Hold the Show in Your Own Store or in the Women's Club Rooms

For the duration of the show, the Louis D. Rubin company transformed its store into a miniature electrical exposition, with demonstrators on duty from morning until night demonstrating every appliance, from hair curler to ironing machine. The room was a place of huge iced cakes baked on the spot, of steaming cups of coffee fresh from the percolator, of small frocks and aprons in process of making on the sewing machine, of wet clothes in the washing machine, and of fresh linen on the ironing machine. No wonder Charleston's housewives flocked to this "exposition"—it was a genuine demonstration where everything could be seen

EVERY WOMAN IN  
Tarrytown and North Tarrytown

Is Invited To Take Advantage of

**Electrical Day**

at the

**CLUB HOUSE**

North Broadway

**Tomorrow, Friday, June 3rd**

Demonstrations will be made with all electrical appliances and all questions will be cheerfully answered by the speakers.

Appliances will be on display from 10 a. m. until 10 p. m. and there will be a contest for some useful electrical apparatus in the afternoon.

Do not miss this opportunity to see how to operate all the household electrical appliances.

You are requested to send or bring your servants.

MRS. JULIAN C. CHASE,

President.



"Electrical Day" at the Tarrytown women's club house was announced by this three-column newspaper advertisement. Note that it is signed by the president of the club. This initial support of the club probably accounted for the attendance of many non-members on the day of the exposition.

and tested and tried out by the housewife herself.

Much the same plan was carried out at the Tarrytown show, only here the exposition was held at the commodious clubhouse of the Women's Civic League. Members of the League were enthusiastic over the idea of having an "electrical household exposition" at their club, and in fact not only sponsored the affair but took over the task of getting other women to come. Mrs. Julian C. Chase, president of the League, signed the newspaper advertisement inviting the attendance of all housewives of Tarrytown. The regular meeting day of the club was selected as the day of the exposition, and as it was the last meeting before the summer vacation, a large attendance was assured. A special point was made of inviting women to bring their servants, to observe the demonstrations.

Both of these plans for reaching the housewives in groups could be tried in almost any community. And September, the month when the women's clubs resume their meetings, is the best time of the year to get them started.



One of the most popular corners at the recent electrical exhibition which the Louis D. Rubin Electrical Company, Charleston, S. C., held in its store, for the benefit of

Charleston's housewives. Miss Frances Simms served the appetizing cakes, coffee and toast, between talks on the electric hair curler, heating pad and other devices.

## One Dollar for Each Old Washboard Brought In!

BY J. B. DILLON

When Senator Harding was acclaimed the nominee at the recent Republican convention the newspaper men sought to "jolly" Mrs. Harding. The Senator, in a smiling manner, said: "Boys, tell her the price of millinery is to be reduced, if you wish to please her."

No doubt that would please myriads of the fair sex, and I wish it were possible for me to make that promise here. However, the Denver Gas & Electric Company, in an effort to please the women folks, have for several weeks been advertising that \$1 would be allowed on all old washboards brought in, thereby serving a part payment on their electrical washing machine.

To display the electric washer to the best advantage a good-looking young lady, neatly attired, sits in a rocker, sewing, while alongside of her in the show window is the much heralded electrical washer. Scattered about are a lot of old washboards which have been brought in, the evidence being that many washers have been sold. The mottoes on the wall are: "No more rubbing." "No more boiling." "No more drudgery." "Get an electric."

The display is unique, the contrast so vividly drawn between the old and the new way, that many are the smiles on milady's face as she stops to ponder.

A glaring sign reads: "You are welcome to come in and get a demonstration as to how it would be in your own home."

## Group Demonstration of Electrical Houseworkers Gets Results

BY FRANK H. WILLIAMS

When The Electric Shop, Miss Paula L. Hoffman proprietor, of 130 East Main Street, Fort Wayne, Ind., put on a group demonstration of electrical houseworkers recently, the results of the affair were exceedingly satisfactory. Large crowds were in attendance and a number of sales resulted from the demonstration.

The event was advertised in the local newspapers and was also advertised by means of post cards sent out to a large mailing list. These post cards read like this:

Demonstration of *Electrical Houseworkers* in actual operation given by Miss Bangert on Wednesday, Thursday and Friday afternoons at 3 o'clock.

Program includes

Cooking on standard lampsocket stove.

Dishwashing with the Walker electric dishwasher.

Washing clothes in the Easy Vacuum washing machine.

Ironing with the Horton ironer.

You are cordially invited to attend.

The fact of the demonstration including so many appliances gave it much more interest and variety than if the demonstration had been confined to a single appliance. And it was probably because of this variety that the demonstration was so very successful.

## Compile a "Users' Book" For Your Washing Machine Prospects

"But Mrs. Marbridge has one of these washing machines in her home," and "Mrs. Gaylord had been using this washer for two years,"—does the washing machine salesman exist who has not found remarks like these his most potent arguments in getting a hesitant prospect to sign on the dotted line? A housewife may believe all she is told about the machine, she may like the salesman

## A Drop of Oil Keeps the Wheels Running Smoothly

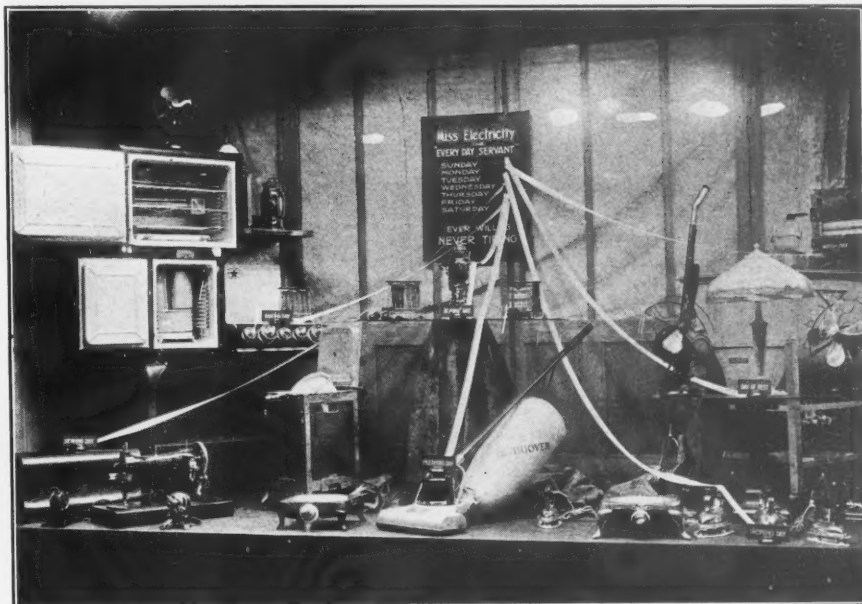


Oil, they say, may smooth the troubled ocean, but a little bit of oil may do more—it may smooth many a woman's ruffled temper when her vacuum cleaner sticks or her washing machine refuses to work. Oiling the vacuum cleaner, like dusting the lighting fixtures, is one of the things a woman can never cease prodding her housemaid to do, or the electrical dealer the housewife. You can't tell it to them too often, but remember, the advice will be better appreciated if you carry a stock of oil of your own handy for your customer to buy while her mind is on the subject.

personally; and yet all this is as nothing against a single word of approval from an actual user.

The washing machine salesman, then, can do nothing better than to make a collection of letters from housewives, expressing their approval of the machine after use.

## A Window Display of Appliances for the "Home Electric"



Every woman has some kind of housecleaning schedule, and anything that in any way relates to it is sure to excite her interest. That is why such an exhibit as this, designed by E. D. O'Dea for McCarthy Brothers & Ford, Buffalo, N. Y., will attract even the woman whose house isn't wired—and interest her in electricity. She will immediately associate these electrical appliances, with which she isn't familiar, with her housework schedule, with which

she is familiar. Note the grouping of the appliances according to days of the week, the streamer for Monday leading to the card, "wash day," and the electric washer; Tuesday, "ironing day," to the irons; Wednesday, "sewing day," to the sewing machine; Thursday, "at home day," to the percolator and toaster; Friday, "cleaning day," to the vacuum cleaner; Saturday, "baking day," to the range and fireless cooker; and Sunday, to lamps and fans.





## Sales Helps for the Dealer



### Two Plans for Getting More Business "1921 Style"—Try Them!

"Electrical appliances of every kind will be sold in greater quantities during 1921 than during any previous year," is the prediction of a twenty-two-page booklet entitled "Two Plans for Increasing Sales," now ready for distribution to dealers by the Diamond Electric Specialties Corporation, 101 South Orange Avenue, Newark, N. J.

"But they will not be sold by the old, time-honored methods of sitting back passively and waiting for customers to walk into the stores with their minds made up to buy. Something much more than this will be necessary. Dealers will have to go out aggressively after business, intensively combing their sales territory similarly to the methods used by high-pressure specialty salesmen."

#### Appliance Investigation to Show Local Status

Starting with this optimistic prediction, the company has worked out two plans for getting business "1921 style," which it sets forth at great detail in the following pages. Plan No. 1 is built on the sale of small specialties, such as flashlights, batteries, curling irons, toasters, fans, and so on. This plan suggests that the dealer make an immediate investigation of his community, by having questionnaires filled out showing what appliances are in each home. Useful hints are also given for window and counter displays, and the importance of weekly gatherings of the sales force is emphasized, to get the fullest returns from the campaign.

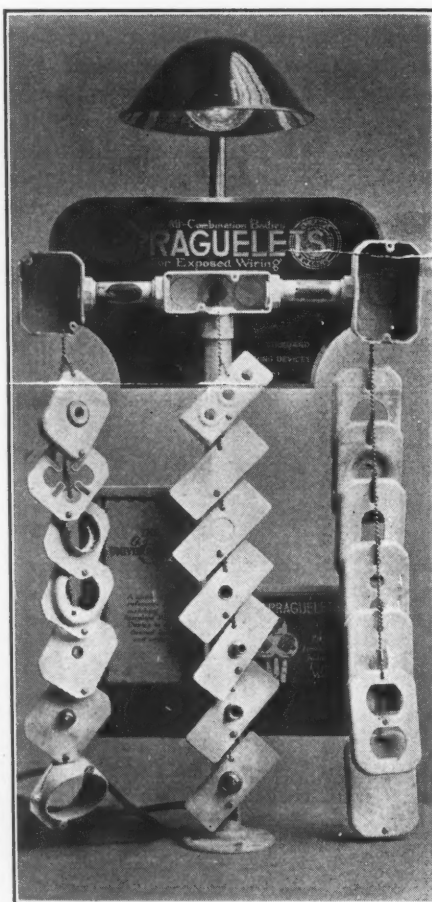
Plan No. 2 is built on the sale of the larger household appliances rather than the small specialties, and an interesting point brought out here is the importance of selling men first. "Men will listen more readily to an argument that affects the health, comfort and beauty of their wives and children, than they will to an argument about the actual money that they can save by

having their homes equipped electrically."

Both plans are set forth in detail and yet are general enough to be adapted by the dealer to meet special local conditions. They are well worth studying and the company will supply the booklet to dealers on application.

*Show Window, Counter,  
Mail Advertising and  
Specialty Aids  
Which Manufacturers Offer to  
Help You Get More Trade*

### Displaying Wiring Devices to Get Quick Sales



A way to pull wiring devices out of the "still-life" class on the contractor-dealer's counter has at last been found by the Sprague Electric Works, 527 West Thirty-fourth Street, New York City. This company is now producing a frame work for counter display, on which the wiring devices, boxes and covers are arranged in three vertical, parallel lines. The customer then has a quick reference display for matching standard wiring devices to any desired box and cover, and can use his own hands to try various combinations of the fittings. A lamp on top insures good light while the selection is being made.

### Do You Know the Finishes on the Fixtures You Sell?

Do you know the various finishes on your lighting fixtures? When your customer asks what finish would best harmonize with her Colonial bedroom, can you tell her? And if a customer asks just what is Etruscan gold or antique silver, can you describe it to her without hunting for a fixture in that finish?

To serve as a convenient guide in answering these questions, an attractive "lighting fixture color chart" is being distributed by Shapiro & Aronson, Inc., 20 Warren Street, New York City. The chart contains fourteen circular plaques, each reproducing exactly one of the fourteen best known metal finishes. Hung in the store where the customer can refer to it, the chart will assure the purchaser of harmony between the lighting fixtures and other home furnishings.

### "Have You the Right Light?"

"Have you the right light—and enough of it?"—is a question which the lighting dealer can't put too often to the merchants, school principals and office managers in his community. To help him do it, the Beardslee Chandelier Manufacturing Company, Chicago, has prepared especially for his use an attractive two-color broadside emphasizing the qualifications of the "Denzar" as a lighting unit for banks, dry goods stores, schools, offices and automobile show rooms. Soft, clear, glareless light, it is pointed out, is as essential in the school-room to prevent eyestrain for the children, as it is in the dry goods store, where color matching is important.

"Merchants today appreciate the value of good lighting," it declares. "They recognize its powerful influence on sales not only because the merchandise is shown to the very best advantage, but also because of the stimulating effect on the sales force and customers. Good illumination radiates cheerfulness, makes selection easy, and adds to the attractiveness of the store." Illustrations



## "Bringing Electricity Where Needed"—A New Slogan for Surface Wiring



When the contractor tells her about "convenience outlets," the housewife too often thinks that this of necessity means "concealed" wiring, and has visions of tearing up and general upset. Surface wiring is something she doesn't think of, and yet surface wiring in the kitchen, laundry, and other work rooms of the house will often bring electricity to just the points she wants it most. The number of surface installations that can be made in any community is tremendous, and it is to push this idea that the National Metal Molding Company, Pittsburgh, Pa., has started its national advertising campaign and has ready its striking "dealer help" material, from window cards to newspaper ads. The pictures shown above are from one of its recent ads in the *Saturday Evening Post*.

tions show typical lighting installations in a school-room, dry-goods store, automobile showroom, and office.

The broadside has space for the imprinting of the dealer's name and address, and is folded ready for mailing to merchants, school superintendents, automobile dealers or any other trade classification.

## Hot Water by Wire

"Hot Water by Wire" is the title of a recent publication which describes the new D type Sepco automatic electric water heaters of three and eight gallons capacities, manufactured by the Automatic Electric Heater Company of Warren, Pa.

These new heaters are of 600 and

1,000 watts demand. They are positively automatic in maintaining their heat at a predetermined temperature, and are suitable for offices, stores, barber shops, soda grills, rest rooms, lavatories and for small homes or bungalows where only a moderate supply of hot water is required in a short space of time with the least amount of effort.

Copies of this publication and one descriptive of the firm's 20, 30 and 40-gal. heaters for general household service, may be obtained from the manufacturer, the Automatic Electric Heater Company, Warren, Pa.

## Do You Use Counting Devices?

Mechanical counters are used by estimators in totaling up numbers of outlets, fixtures, etc., from plans. They have also been employed to advantage in investigating the number of people who pass a given store location, prior to selecting such a location.

To meet demands from busy men in every branch of industry for information on the possibilities of use-

fulness of automatic counting machines, the Root Company, Bristol, Conn., for thirty years pioneers in their manufacture, have compiled a very complete book called "The Census Takers of Industry" which is replete with suggestions and abundantly illustrates the versatility of these little machines in their ability to remove the human element from counting operations. It is accurate as well as convenient.

The Benjamin Electric Manufacturing Company of Chicago, has recently issued to the trade a new catalog, No. 23, which shows the entire line of electrical goods manufactured by the Benjamin Company. Many new and interesting features are contained in this catalog in the form of additions to the Benjamin material, the completion of the attachment plug line, special railway units, heavy-duty gas and vapor proof units, the Ben-ox line of interchangeable fittings, and others. It will be noted that list prices under Schedules two and four of Section B have been advanced considerably over those given in former catalogs and bulletins. This advance in list prices is said to be made in response to repeated requests on the part of electrical contractors and dealers throughout the country that "list plus" be eliminated wherever possible.

## "It's Turning!"—A Window Device That Displays the Reversing Toaster in Action



Because one toaster looks pretty much like another to the uninitiated, when shown in a display window, a novel device for displaying its toaster in action has been developed by the Electro-Weld Company, 70 Munroe Street, Lynn, Mass. The reversing device of this "Reverso" toaster is the feature that

must be emphasized, and so, by an ingenious motor and shaft arrangement, the slice holder is made to move intermittently, apparently reversing the toast from side to side. The display is completed by an attractive red screen showing the "Queen of Hearts" preparing toast.

# Record of Lighting Fixture Patents

Issued from May 31 to June 21, 1921, Inclusive

COMPILED BY NORMAN MACBETH  
Consulting Illuminating Engineer, New York City

## Design Patents

The following are ALL the design patents pertaining to lighting materials, issued by the U. S. Patent Office, from May 31, 1921, to June 21, 1921, inclusive.

**58,013. Lamp Shade.** Dorothy L. Bevan, San Francisco, Calif. Filed Oct. 7, 1920. Issued May 31, 1921. Term of patent, 14 years.

**58,019. Receptacle Plug.** Paul R. Collier, Philadelphia, Pa. Filed Sept. 30, 1920. Issued May 31, 1921. Term of patent, 7 years.

**58,027. Combination Lamp Stand and Smoking Set.** Sidney M. Israel, Richmond Hill, N. Y. Filed Nov. 19, 1920. Issued May 31, 1921. Term of patent, 7 years.

**58,028. Combination Lamp Stand and Smoking Set.** Sidney M. Israel, Richmond Hill, N. Y. Filed Nov. 19, 1920. Issued May 31, 1921. Term of patent, 7 years.

**58,044. Lamp.** Ralph W. Poe, Canton, Ill. Filed June 19, 1920. Issued May 31, 1921. Term of patent, 7 years.

**58,047. Self Illuminating Pendant.** Theodore C. Smith, Phila., Pa. Filed Oct. 28, 1919. Issued May 31, 1921. Term of patent, 14 years.

**58,061-62-63-64. Arm for Portable Lighting Fixture.** Michael B. Bowen, Decatur, Ill., assignor to Faries Mfg. Co., Decatur, Ill. Filed Oct. 29, 1920. Issued June 7, 1921. Term of patent, 7 years.

**58,066. Electrical Adapter.** Rudolf P. Briesemeister, New York, N. Y. Filed Dec. 31, 1920. Issued June 7, 1921. Term of patent, 3 1/2 years.

**58,074. Leg for Candlesticks or Other Portable Lamps.** Frank S. Crowell, Toledo, O., assignor to the Edward N. Riddle Co., Toledo, O. Filed Oct. 23, 1920. Issued June 7, 1921. Term of patent, 3 1/2 years.

**58,076. Combined Snap Switch & Plug Connector.** Frank C. DeReamer, Schenectady, N. Y., assignor to General Electric Co. Filed Dec. 17, 1920. Issued June 7, 1921. Term of patent, 14 years.

**58,083. Arm for a Portable Lighting Fixture.** William J. Grady, Decatur, Ill., assignor to Faries Mfg. Co., Decatur, Ill. Filed Oct. 29, 1920. Issued June 7, 1921. Term of patent, 7 years.

**58,084-85-86-87-88. Arm for a Portable Lighting Fixture.** William J. Grady, Decatur, Ill., assignor to Faries Mfg. Co., Decatur, Ill. Filed Oct. 29, 1920. Issued June 7, 1921. Term of patent, 7 years.

**58,092. Electric Lighting Device.** Adolph A. Henkel, Chicago, Ill., assignor of one half to Harry A. Best, Chicago, Ill. Filed Nov. 12, 1920. Issued June 7, 1921. Term of patent, 3 1/2 years.

**58,102. Lamp Shade.** Frederick Max Poritz, New York, N. Y., assignor to Star Chandelier Co., New York, N. Y. Filed May 12, 1920. Issued June 7, 1921. Term of patent, 7 years.

**58,103. Lamp Shade.** Frederick Max Poritz, New York, N. Y., assignor to Star Chandelier Co., New York, N. Y. Filed May 12, 1920. Issued June 7, 1921. Term of patent, 7 years.

**58,104-5-6-7. Chandelier.** Frederick Max Poritz, New York, N. Y., assignor to Star Chandelier Co., New York, N. Y. Filed May 12, 1920. Issued June 7, 1921. Term of patent, 3 1/2 years.

**58,114. Lighting Fixture.** Wilmer S. Snow, Chicago, Ill., assignor to National X-Ray Reflector Co., Chicago, Ill. Filed Aug. 11, 1919. Issued June 7, 1921. Term of patent, 7 years.

**58,120. Plate for Lighting Fixtures.** Ernest A. Walker, Newark, N. J., assignor to Aircraft Fixture Co., Newark, N. J. Filed Oct. 12, 1920. Issued June 7, 1921. Term of patent, 7 years.

**58,124. Lamp Shade.** Clara Elsen Williams, New York, N. Y. Filed Oct. 25, 1920. Issued June 7, 1921. Term of patent, 14 years.

**58,149. Lighting Fixture.** Max Klein, New York, N. Y., assignor to Shapiro & Aronson, Inc., New York, N. Y. Filed Oct. 28, 1920. Issued June 14, 1921. Term of patent, 3 1/2 years.

**58,171. Lighting Globe.** Albertus B. Waggoner, Phila., Pa., assignor to Pennsylvania Sales & Export Co., Philadelphia, Pa. Filed Oct. 6, 1920. Issued June 14, 1921. Term of patent, 7 years.

## Mechanical Patents

**1,379,638. Adjustable Light Support.** Frank X. Maier, Sterling, Ill. Filed Feb. 17, 1920. Issued May 31, 1921.

**1,379,780. Illuminated House Number.** Otto Prochazka, Detroit, Mich. Filed July 3, 1919. Issued May 31, 1921.

**1,379,819. Electric Snap Switch.** David Hjorth, Bridgeport, Conn., assignor to The General Machine & Mfg. Co., Bridgeport, Conn. Filed Feb. 24, 1919. Issued May 31, 1921.

**1,379,991. Shaving Mirror.** Thomas Seymour Knap, Brookline, Mass. Filed Mar. 2, 1920. Issued May 31, 1921.

**1,380,063. Electric Lamp Socket.** Harry F. Hitner, Wilkesburg, Pa. Filed Dec. 1, 1919. Issued May 31, 1921.

**1,380,131. Ceiling Light.** Lauritz W. Andersen, Waterbury, Conn. Filed Aug. 10, 1916. Issued May 31, 1921.

**1,380,143. Portable Electric Lamp.** William A. Harvey, Scranton, Pa. Filed Mar. 18, 1920. Issued May 31, 1921.

**1,380,144. Electric Chandelier Fixture.** William A. Harvey, Scranton, Pa. Filed Apr. 24, 1920. Issued May 31, 1921.

**1,380,147. Canopy for Electric Light Fixtures.** George W. Hoar, Waltham, Mass., assignor by direct and mesne assignments to Service Electric Mfg. & Supply Co. Filed Oct. 22, 1920. Issued May 31, 1921.

**1,380,402. Table or Desk Novelty.** Angus S. MacDonald, Great Neck Station, N. Y., assignor to The Sneed & Co. Iron Works, Jersey City, N. J. Filed Mar. 6, 1919. Issued June 7, 1921.

**1,380,889. Light Support.** Charles Sherwood, Farriss, De Land, Fla. Filed Mar. 24, 1919. Issued June 7, 1921.

**1,381,103. Reflector.** William Thomas Blackwell, Verona, N. J., assignor to Westinghouse Lamp Co. Filed Mar. 27, 1919. Issued June 14, 1921.

**1,381,772. Electrical Connector.** Flake M. Wakefield, Anniston, Ala. Filed May 1, 1920. Issued June 14, 1921.

**1,381,796. Lamp Shade Holder.** Leonard Henry Casswell, Maidstone, England. Filed Oct. 24, 1919. Issued June 14, 1921.

**1,382,145. Semi-Indirect Lighting Device.** Herbert O. Tomlinson, Wheaton, Ill. Filed Sept. 12, 1919. Issued June 21, 1921.

**1,382,235. Holder for Incandescent Lights.** William Arthur Raymond, South Bend, Wash. Filed July 2, 1920. Issued June 21, 1921.

**1,382,267. Porch Light.** Carl H. Bissell, Syracuse, N. Y., assignor to Crouse Hinds Co., Syracuse, N. Y. Filed June 21, 1918. Issued June 21, 1921.

P. T. Collingsworth is a new Kentucky dealer. His shop is located at Middlesboro.

Cooper, Cheatham & Roberts are holding down the retail end of the industry in a new business opened up at Carlisle, Ky.

Silas W. Cunningham is another Cadiz, Ky., dealer recently welcomed into the ranks of the electrical fraternity.

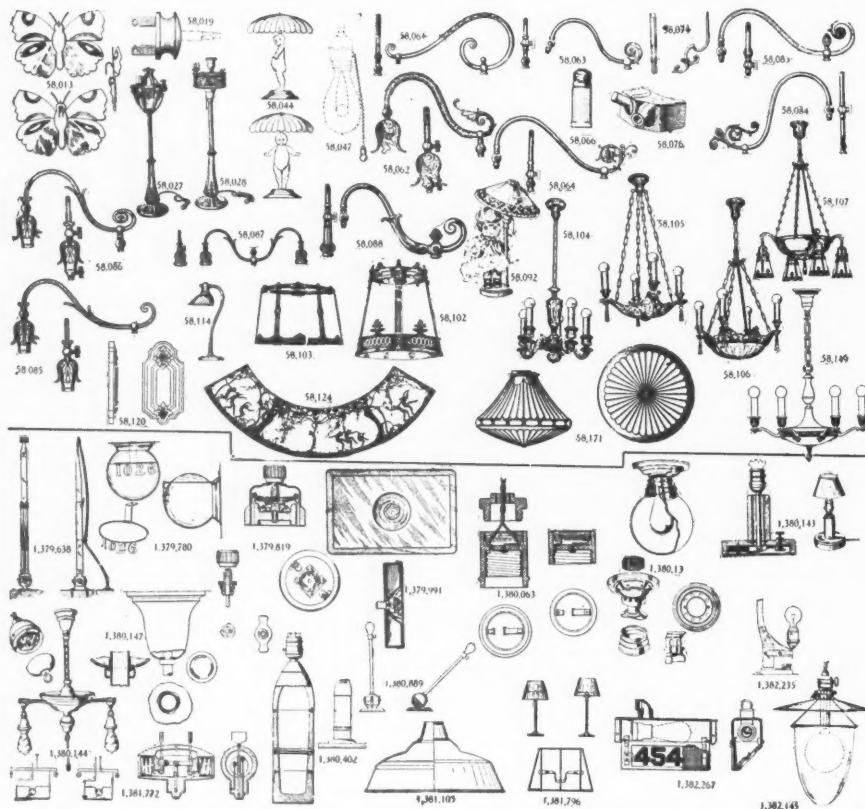
The Economy Gas & Electric Company is a new shop being successfully conducted by Joseph Cook at 741 Congress Street, Portland, Me.

The Star Electric Company is the name of a new contractor-dealer shop of Amherst, Mass.

W. H. Alexander is a recruit to the contractor-dealer fraternity. His new shop is located at Ashdown, Ark.

G. W. Spencer has entered the retail electrical industry. His new shop is located at 444 Prospect Avenue, Kendallville, Ind.

The H. M. H. Electric Company of Wabash, Ind., has taken over the fixture department formerly conducted by the Wabash Water & Light Company.



Copies of illustrations and specifications of patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each





## Gossip of the Trade



*Glimpses of  
Electrical Men at Work,  
at Play, and in Convention—  
as Caught by  
Lens and Pencil*

### General Electric Jobbers Hold Island Meeting

For the third time the flag of Camp Dana Bullen was hoisted on the flag pole of Association Island, Henderson Harbor, N. Y., when the General Electric Distributing Jobbers held their third annual week of meetings and sports there, July 11 to 16.

Besides being the largest session ever held by the organization the meetings were made notable by the presence of three vice-presidents of the General Electric Company, G. E. Emmons, J. R. Lovejoy, and C. E. Patterson, and of the company's chief engineer, Dr. Charles P. Steinmetz, who gave the jobbers an interesting informal talk on the Einstein theory.

Dana Bullen, in whose honor the camp was named, opened the program, followed by Major H. C. Houck. W. L. Goodwin told of plans for the Society for Electrical Development, A. D. Page reported on the Merchandising Conference which visited the principal cities of the United States this spring, and J. A. Corcoran offered a number of suggestions for the merchandising of wiring service by contractors.

Julius Tuteur and H. O. Adams talked on the selling of vacuum cleaners; Neil C. Hurley and Tom J. Casey discussed the merchandising of washing machines; George Hughes spoke on heating appliances and ranges; E. W. Miner outlined financing plans for installment payments; and Rex Cole and Guy Norton discussed plans for promoting the sales of Duplexalites.

J. C. Dallam, J. H. Crawford, W. G. Yates, and Howard R. Sargent discussed wiring devices; J. H. Trumbull and L. L. Brastow, safety switches and meter panels; F. W. Hall, H. B. Kirkland, C. Stark, and H. G. Knoderer, Sprague products; A. D. Page, incandescent-lamp sales; W. F. Minor and J. M. Smith, Ivanhoe-Regent reflectors; R. E. Russell, battery-charging outfits; J. O. Wetherbie, electric fans, and W. S. Clark, wires and cables.

### Princeton Adds Electrical Courses

Prof. Arthur M. Greene of Rensselaer Polytechnic Institute has accepted the call of Princeton University to become dean of the engineering school and professor of mechanical engineering. He will take up his new duties in September, 1922. Professor Greene is a graduate of the University of Pennsylvania and also holds an honorary degree of D.Sc. conferred in 1916. He has taught mechanical engineering at

Drexel Institute, at the Universities of Pennsylvania and Missouri and at Rensselaer.

Princeton has given an undergraduate course in civil engineering and a graduate course in electrical engineering for many years. Next fall undergraduate courses in mechanical, electrical, mining and chemical engineering will be added to the curriculum. A four-year course will lead to the degree of bachelor of science in engineering.

### Pennsylvania Electrical Men Meet in September

Members of the Pennsylvania Electric Association will meet in their fourteenth annual convention from Sept. 7 to 10 at Bedford Springs, Pa. There will be technical, accounting and public policy sessions, appointment of committees, and a paper on "The Super-Power Survey As It May Affect Pennsylvania," by Harold Goodwin, Jr. As an entertainment feature, daily band concerts played by the Westinghouse band at Pittsburgh will be reproduced by radiophone at Bedford Springs. The officers of the association are:

President, Henry Harris, Wilmerding; first vice-president, A. H. S. Catlin, Allentown; second vice-president, Ernest H. Davis, Williamsport; treasurer, H. H. Ganser, Norristown; secretary, Henry M. Stine, Harrisburgh; executive committee, John S. Wise, Allentown; H. R. Palmer, Harrisburgh; Henry Muller, Pittsburgh; W. E. Long, Philadelphia; G. M. Gadsby, Pittsburgh; J. H. Shearer, Altoona; W. R. Kenney, Pittsburgh.

### Tulsa Elects Officers for Electrical Show

As already announced, an electric show will be held at Tulsa, Okla., October 17 to 22 under the auspices of the Tulsa Electrical Industries Association, an organization having as its threefold purpose "education, co-operation and good-fellowship."

Erie Bottom is president, A. B. Dugger is vice-president, W. H. Kelley, secretary-treasurer, R. C. Steuve, J. M. Dodge, W. E. Page, Fred W. Insull, and F. B. DeShon, directors. According to Sol Dan, managing director, "the exposition building will accommodate exhibits aggregating ninety thousand square feet."

### Wired Furniture to Be Ex- hibited at New York Electrical Show

Electrically equipped furniture will at last be presented to the public in complete and approved form, at the New York Electrical Show this year, if the plans of the United Electric Light & Power Company of New York City bear fruit. That company is now working hard to have a dining room table, bed, dressing table and other pieces that can advantageously be wired,



Getting ready to "put it over"—Joseph F. Becker, genial sales manager of the United Electric Light & Power Company, believes that wired furniture is the next biggest step in making electricity even more convenient in the home. So he is planning the first real exhibit of wired furniture, at the New York Electrical Show in October.

ready for exhibit at the Seventy-first Regiment Armory from September 28 to October 8. Joseph F. Becker of the company has enthusiastically taken up the idea and believes wired furniture the next big step in making electricity even more convenient in the household.

As he explained it to an advisory committee meeting which he recently called, Mr. Becker believes that an exhibit of wired furniture of this kind would go far to create consumer demand and in consequence a demand upon furniture manufacturers. A Jackson Marshall of the National Electric Light Association also pointed out that this furniture might be used as a standard for all subsequent wired furniture to make outlets inconspicuous.

(Continued on page 104)





## New Merchandise to Sell and Where to Buy It

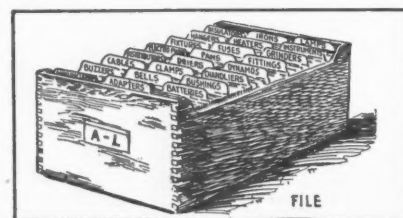
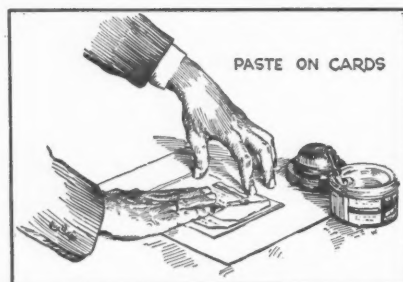
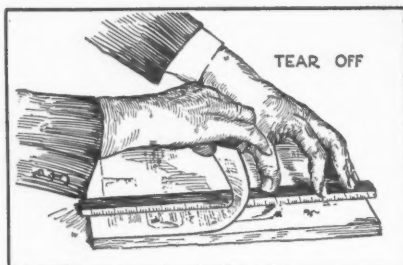
*Appliances, Socket Devices and Wiring Supplies Which  
Manufacturers and Jobbers Are Putting on the Market*

### Including Many New Appliances for the "Home Electric"

#### How to Use These Pages to Make Your Own Buying Index

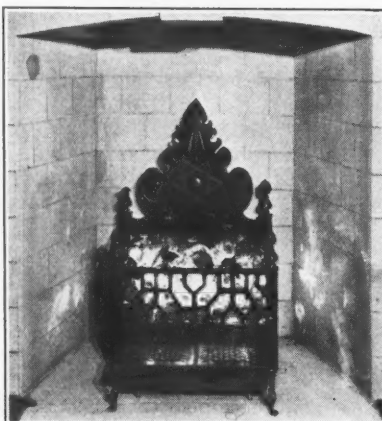
Beginning with the September, 1917, number ELECTRICAL MERCHANDISING has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on what is made and who makes it right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of ELECTRICAL MERCHANDISING. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.



#### Electric Hearth Fire

From *Electrical Merchandising*, August, 1921

An electric hearth fire that has all the semblance of a real coal fire, even to the "flicker" of flames caused by tiny fans under the "coals," is an English product now available in this country through the agency of J. & C. Fischer, 417 West Twenty-eighth Street, New York City. "Magicoal" is the name of the fire, and its English manufacturers are Berry's Electric, Ltd., London.

The fire consists of glass "coals," treated to represent black, half-burned and red-hot (translucent glass) coals, all heaped in the grate over a wire framework containing three, four or five lamps surmounted by miniature fans. When the switch is turned on, the lamps impart to the coals the glow of a living coal fire, while the fans, themselves invisible, send a realistic flicker through the coals and on the walls.

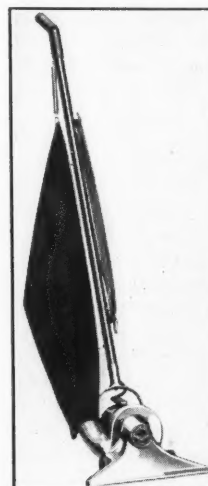
A separate heating element can be applied to the fire, if desired.

#### A Vacuum Cleaner

From *Electrical Merchandising*, August, 1921

The Pittsburgh Gage and Supply Company, Pittsburgh, Pa., has added another member to its growing family of household appliances in the new Gainaday Suction Cleaner. This new cleaner has many distinctive features.

The bag is on the right hand side, instead of on the left where it is in the road and where it rubs against the operator's clothes. A spring attached to the bag and to the handle tends to draw the handle forward, thus holding it upright when released by the hand. The forward wheels are drawn in close to the body of the machine and, if it should accidentally fall and strike on the hard rubber wheels, there would not be enough leverage on the axle to cause it to bend. Then too, the handle is tipped with a soft rubber cushion which prevents marring the floor if the handle is accidentally let fall. The fan chamber and the nozzle are one unit and cannot be strained or bent if roughly handled.

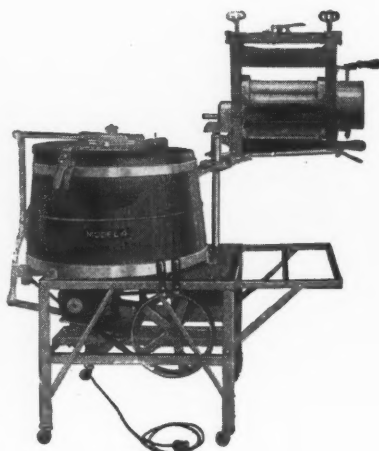


#### Washing Machine With Copper Tub

From *Electrical Merchandising*, August, 1921

The Automatic Electric Washer Company, Newton, Iowa, are now supplying one of their models with a copper tub which was designed and built in their own factory. It has a grey colored frame with a bright aluminum lid which will not tarnish. The reversible, swinging wringer is finished in old ivory presenting a neat appearance. Some of the special features are the individual controls for washer and wringer, the safety release on wringer, self-locking folding bench for holding extra tub, fully enclosed gears and the oil cup method of lubricating the bearings. The gears are completely enclosed and all moving parts out of the way. It is claimed that even a child can operate the "Automatic Washer" with safety.

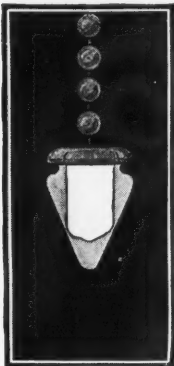
It has a six sheet capacity, yet with bench extended requires floor space of only 23 x 44 in., with bench folded down occupies space of 23 x 30 in. It is guaranteed for one year against defective materials and workmanship.





### Luminous Pendant

From *Electrical Merchandising*, August, 1921



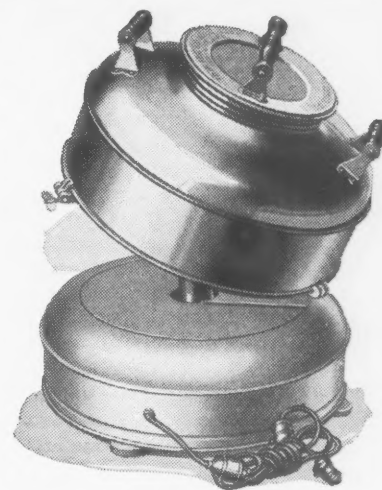
A luminous pendant for lighting fixtures is now being distributed by Hole's Lighthouse, 6911 Jeffery Avenue, Chicago. The radium substance used is said to be the best obtainable and its luminosity is guaranteed for five years. The clip which connects the bulb with the ball chain is of such construction that it is non-detachable and is therefore suitable for such places as hotels and public buildings.

### Small Capacity Washer

From *Electrical Merchandising*, August, 1921

Designed to meet the needs of the housewife for a small, compact, portable, efficient and noiseless washing machine, the Little Giant Washing Machine Company, 126 North Union Avenue, Chicago, Ill., have produced a machine by that name. Its simple mechanism produces an original, circular motion tilting the container up and down without revolving it, thus sending the hot suds with force continuously through the fabrics in all directions.

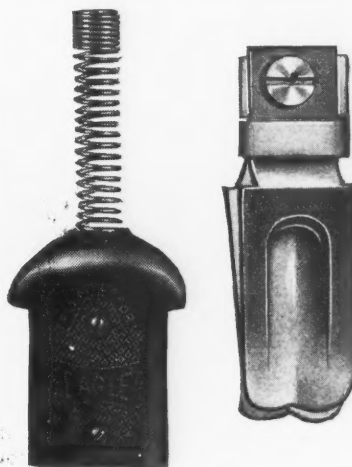
It is said to wash the finest and daintiest fabrics without injury quicker and cleaner than is possible by hand, the capacity is anywhere from one handkerchief to five large bedsheets, and that it will wash more thoroughly with less water and less soap than machines of large capacity. It is operated by a worm gear direct from the motor located in the bottom. Aside from the motor there are only two moving parts, these operate on ball bearings, requiring little lubrication effected through one oil hole in the top.



### Washing Machine

From *Electrical Merchandising*, August, 1921

The Woodrow Manufacturing Company of Newton, Iowa, are now distributing their new metal washing machines with copper tubs and cast aluminum lids, and the Woodrow wringers are equipped with aluminum hand rests and aluminum reversible water board. These machines with their shining copper tubs and beautiful aluminum parts, together with the galvanized frame make a most attractive appearance. The manufacturers state that the copper tub is especially made for them, in that the copper used in the tubs is much heavier gauge than ordinarily used in washing machines. Aluminum lids have the advantage that they do not warp and wear, and are very light and easy to lift. The wringer swings to four positions. All of these new models have the tilting tub, which is a feature in the Woodrow line.



### A Connector Plug

From *Electrical Merchandising*, August, 1921

A plug designed to fit various makes of appliances such as electric irons, toasters, percolators, etc., has recently been placed on the market by the Eagle Manufacturing Company, 430 Kent Avenue, Brooklyn.

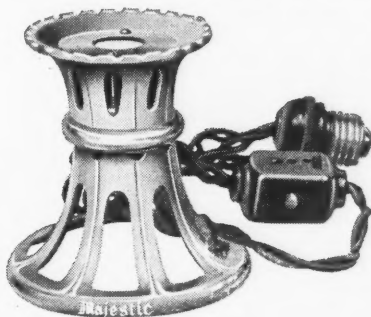
The contact clips are side opening, one-half being made of V-shaped spring brass. The main feature is the semi-circular tongue which protrudes from the other half, this half being made of Phosphor bronze. Because of these features, terminals of all shapes are firmly gripped. The nuts of the screws holding the plug together are pressed into the insulation, making the plug easy to assemble and prevents them from working off. The company also reports the perfection of a cord protection spring with which all plugs will be equipped in the future.

Another product is their "ground clamp" which has a five-sided washer, having a triangular projection where the wire is soldered into the receptacle, which prevents it from buckling, and thus holds a flat side against the pipe or "ground."

### An Electric Furnace

From *Electrical Merchandising*, August, 1921

A small and compact heating element called the "electric furnace" has recently been placed on the market by the Majestic Electric Development Company, 1705 Allegheny Avenue, Philadelphia. It is stated that it will produce 1,500 deg. of heat at the element with 200 watt con-



sumption per hour. It is suitable where quick heat is desired, in such places as a boudoir, barber shop, sick room, bath room, doctors and dentists offices, for shaving, heating of milk, tea, etc., or as a traveling comfort.

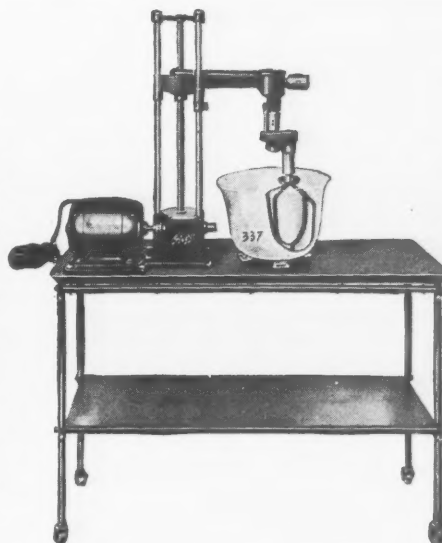
The furnace is equipped with six feet of cord, an "on and off" switch, is 4½ x 4½ in. and weighs 1½ lb.

### An Electric Mixer for the Kitchen

From *Electrical Merchandising*, August, 1921

The Reynolds Electric Company, 2650 West Congress Street, Chicago, Ill., have recently developed a kitchen utility appliance in the form of a mixer. The apparatus consists of a motor and an upright on which is supported an adjustable arm, all of which are mounted on a table or bench. A receptacle containing ingredients to be mixed, stirred or beaten is then placed in position, the proper accessory inserted and the current turned on.

It is claimed that it will do 95% of the work of this nature in the kitchen, and can be used to run the food chopper or drive the ice cream freezer. Besides this there are attachments for grinding and sharpening or polishing. All of the connections are of bayonet type so that changes can be made quickly. It is said to be easy of operation and readily understood as there are no complicated parts to adjust. It is called the RECO unit.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card



The Globe Commercial Company, manufacturers' agents, has moved its offices in San Francisco from 618 Mission Street to 709 Mission Street. This company, of which Max Lowenthal is president, handles motors, fans, wireless apparatus, vacuum cleaners, toasters, freezers, etc.

Appliances, Ltd., of 208 King Street West, Toronto, has been appointed exclusive sales agents for the "Colonial Maid" BlueBird electric clothes washer, by the BlueBird Corporation, Ltd., of Brantford, Canada. The general management of Appliances, Ltd., is under the direction of F. E. Hazard, formerly sales manager of the BlueBird Corporation. The Winnipeg office of Appliances, Ltd., 304 Montreal Trust Building, remains under the management of R. J. Dinwoodey, formerly assistant sales manager of the BlueBird Corporation.

The Steelduct Company, manufacturers of rigid conduit, Youngstown, Ohio, has appointed two new sales agents. The Wood & Lane Company, St. Louis, Mo., will cover the states of Missouri, Kansas, Arkansas, Oklahoma and Tennessee. The McNair Electric Sales Company of Detroit will cover Michigan.

The Western Agencies Company, 285 Minna Street, San Francisco, has been appointed Pacific representative for the Bleadon-Dun Company of Chicago, manufacturer of electro-medical apparatus.

The George F. Grant Co., Inc., 105 Hudson St., New York City, has merged its business with that of the Star Electrical Supply Company, Newark, N. J. George F. Grant and Frederick L. Grant have taken an active interest in the sales department. The Star Electrical Supply Company expects within a few months to occupy its own building, four stories and basement having about 35,000 sq.ft. of space, which after renovation will provide facilities for the conduct of its large and growing business.

The Fletcher Manufacturing Company of Dayton is a new \$40,000 business engaged in the manufacture and selling of electrical supplies and equipment. The incorporators are John R. Fletcher, G. W. Chappin, E. M. Rasor, M. M. Pritchard and Ellis P. Leger.

The Parshall Supply Company of Cleveland has been incorporated with a capital stock of \$50,000 to buy and sell electrical and hardware supplies. The business was incorporated by Don A. Parshall, Fred E. Pfeiffer, K. Wilgus, G. E. Senkbeil and B. L. Farmer.

M. F. (Poe) Green of Baltimore, Md., has been appointed southern sales manager of the Arrow Electric Company of Hartford, Conn., manufacturers of electrical wiring devices. His headquarters will be at 804 Continental Building, Baltimore and Calvert Streets, Baltimore, Md. Mr. Green will have charge of sales in all of the Southern Atlantic States.

H. G. Anscheutz has been appointed assistant sales manager for the Manhattan Electrical Supply Company, Inc., of New York City. Mr. Anscheutz was formerly serving in the capacity of general purchasing agent for the company.

## Let's Adopt a Uniform "Cost to Operate" Schedule

Every central station commercial man knows what a task it is to satisfactorily adjust a customer's complaint of a high bill when he finds that the cause was an electric heater which, the customer was told when purchasing, would use only about one-third or one-half the



R. A. GORDON

amount of energy it later actually consumed. Two different dealers could give to the same customer different "cost-to-operate" figures and both be correct, because one might base his figures on the maximum use of the appliance and the other on the average use.

R. A. Gordon, sales manager Houghton County Electric Light Company, Houghton, Mich., suggests that we adopt "a uniform 'cost-to-operate schedule' based on a fair average. Adopted by all, such a schedule would eliminate many complaints of excessive bills and result in more sales of appliances by all."

The Household Electric Appliance Company of Columbus, Ohio, which operates a retail store at 78 East Gay Street, recently held its first annual stockholders' meeting, at which a dividend of 6 per cent was declared. Reports showed the year to have been a prosperous one, and according to Mrs. F. M. Bates, general manager, the outlook for the coming year is very promising. The newly elected officers are: E. W. Hoyt, president; Oscar Kibele, vice-president; Mrs. F. M. Bates, secretary and general manager.

The Bleadon-Dun Company of 213 South Peoria Street, Chicago, has opened a New York office at 25 West 42d Street, in charge of M. H. Sarben. Mr. Sarben was formerly export manager for the Theodore Stave Company, which is still the exclusive export representative of the Bleadon-Dun Company.

The T. & W. Electrical Manufacturing Company, Inc., of 4503 Ravenswood Avenue, Chicago, has opened a new factory at 2043 Sacramento Street, Los Angeles, Cal., to take care of the increasing demand for "T. & W." universal plugs. The company was incorporated in 1919.

The Davenport Electrical Contract Company of Davenport, Iowa, has been incorporated with a capital stock of \$20,000 to carry on a manufacturing and contracting business. H. M. Heysinger is president of the company, Richard Copley is vice-president and George Hahn is secretary.

Harry Pickhardt, New York City dealer, announces that his new address is 129 West 15th Street, where he is representing the John Dunlap Company, the Faries Manufacturing Company, Frank W. Morse, and the A-A Electric Manufacturing Company.

The City Electric and Fixture Company is the new name of the retail business formerly conducted by the Burke Electric Company at 4757 Fourteenth Street, N. E., Seattle, Wash. The company is now located in new quarters at 218 James Street.

The Maring Wire Company, Muskegon, Mich., manufacturers of enameled, cotton and silk-covered magnet wire, announces the appointment of Harry S. Simpson, 904 Westminster Building, Chicago, as its sales representative for the Chicago territory of the company.

The United States Radio Company is a newly organized concern handling all standard makes of radio instruments and supplies, with shop, office and salesroom located at Sharpsburg, Pa., a suburb of Pittsburgh. Richard G. Devaney, formerly with the Radio Electric Company of Pittsburgh, is president and general manager of the new organization.

T. Julian McGill, manager of the Chicago office of the Westinghouse Electric & Manufacturing Company, has resigned to become vice-president of the Twin City Rapid Transit Company of Minneapolis and St. Paul, in charge of operation and public policy. Mr. McGill has been with the Westinghouse company since 1898. N. G. Symonds, who was manager of the industrial division of the Chicago office of the Westinghouse company, has been appointed manager of the Chicago office, succeeding Mr. McGill. The territory under the jurisdiction of this office includes North Dakota, Minnesota, Wisconsin, Iowa and parts of Nebraska, South Dakota, Illinois, Indiana and Michigan.



The Ohio Electric & Controller Company of 5900 Maurice Avenue, Cleveland, Ohio, has recently issued a Bulletin No. 202, which describes Ohio ball-bearing splashproof induction and direct-current motors and calls particular attention to the advantages of ball bearings for fractional-horsepower motors. This eight-page bulletin describes in detail the construction and design of Ohio motors, including the simple starting switch, dimensions, and operating characteristics as well as complete price list for the various types of motors manufactured.

Hoyt Catlin, sales engineer with the Bryant Electric Company of Bridgeport, Conn., and well-known electric range specialist, has recently been appointed advertising manager for the Bryant Company. For ten years Mr. Catlin was identified with the central station branch of the electrical industry as assistant to the manager in the erection and operation of the gas-electric plant of the Ware County Light & Power Company at Waycross, Ga., and later as electric range specialist with the Pacific Power & Light Company of Portland, Ore., and Landers, Frary & Clark of New Britain, Conn. Since January, 1919, Mr. Catlin has been developing and selling heater switches and other specialties for the Bryant Electric Company, and has been active not only in the sales department but closely associated with the various activities of the factory where these devices are produced.

The Robert Findlay Manufacturing Company, Inc., with offices and showrooms at 224 Fifth Avenue, Brooklyn, N. Y., announces the appointment of David C. Rosetahl, as general sales manager. Mr. Rosetahl was formerly associated with the B. & K. Manufacturing Company of New Haven, Conn., in the capacity of general sales manager of its portable-lamp department. Mr. Rosetahl has been identified with the electrical fixture and portable lamp trade for the past twelve years, having represented such well-known concerns as the Sampson Bronze Company, J. B. McCoy Company, and Sterling Bronze Company of New York City.

The Powers Electric Sales Company of 1170 Broadway, New York City, has taken over the sale of the products of the Liberty Machine Company, manufacturers and specialists of lighting fixture fittings and specialties, Wauwatosa, Wis., for the eastern district. The business will have the personal attention of M. J. Powers.

B. H. Bendheim, electrical construction engineer, formerly at 1709 City Hall Square Building, 139 North Clark Street, Chicago, has moved his headquarters to 14 East Jackson Boulevard, Chicago.

H. H. Koelbel, superintendent of sales for the Consumers Power Company in the Muskegon, Mich., district, has recently been appointed secretary of the Century Club—Muskegon's business men's club.

The Eaton Electric Furnace Company has been incorporated at Taunton, Mass., with a capital stock of \$95,000, to deal in appliances and tools. The incorporators are Harry B. Eaton and others.

The G. Boissonnault Company, 26 Cortlandt Street, New York City, manufacturer of super-sensitive electric hearing and talking devices, has recently been incorporated.



"The people we serve are entitled to the best we can give them," declares Arthur B. Lisle, general manager of the Narragansett Electric Lighting Company, Providence, R. I., and a leading spirit in Little Rhody's new "Rhode Island Electrical League," which has taken the above sentiment for its watchword.

The Anchor Lite Appliance Company of Pittsburgh, Pa., in order to meet the demands of its rapidly increasing volume of business, has leased a building at 420 Wood Street. The company was formerly located at 25 Strawberry Way. A. S. Goldstine is president, M. Kimball is secretary, and A. J. Goldberg is treasurer.

R. C. Cosgrove has been appointed manager of the farming section of the industrial department, Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa. Mr. Cosgrove has been actively in charge of this work for the Westinghouse Company since the resignation of R. B. Harvey several months ago.

The Mohawk Electrical Supply Company of 250-360 West Fayette Street, Syracuse, N. Y., has announced that it has discontinued the retail end of its business and is now concerned only with the jobbing field.

## Preventing Express Shipments From Going "On Hand"

A campaign has been started in the express business to keep down the number of shipments which find their way to "On Hand" departments because the addresses are inaccurate, or incomplete, or because of cancellation of orders or some other disagreement between shipper and consignee.

This growth of "On Hand" freight is a handicap to improvement in the express service, for a large number of claims and annoying controversies are directly chargeable to the abuse of the "On Hand" privilege.

While it is a decided advantage to the transient shipper to have the express carrier hold his goods for him until he arrives, and to do this without added expense, it was not intended that regular express patrons would ask or expect the carrier to store their goods while some argument between shipper and consignee was being settled. The express company does not generally charge for storing shipments, but some such step may be taken unless the situation improves to an appreciable extent.

In seeking the co-operation of the shippers the transportation company lays emphasis upon the importance of every shipper having the consignee's full name and address, street and number, plainly stencilled or otherwise marked, on each piece he sends by express. It is equally important that each shipper shows his name and address clearly on each piece of a shipment.

Consignees should accept delivery of shipments tendered and not leave them on the carrier's hands. This should be done even if shipments are offered in bad order, for then the consignee can dispose of them to the best advantage and thereby reduce the loss to the lowest possible figure. Shippers and consignees are urged to give special attention to postal notices sent out by the carriers to both of them when a shipment cannot be delivered by an express driver for any reason.

When a shipper is informed by the express company through the usual postal notices that the consignee to whom he sent his goods has refused to accept them it will facilitate matters if he will give prompt and definite instructions for the disposal of the shipment in question.

The Peerless Light Company of Chicago and New York is about to establish quarters on the Pacific Coast and has purchased a location on Market Street, San Francisco, temporarily opening salesrooms at 149 Second Street pending the construction of the new building. J. H. Reiss has been promoted to Western manager and is now making his headquarters in San Francisco.

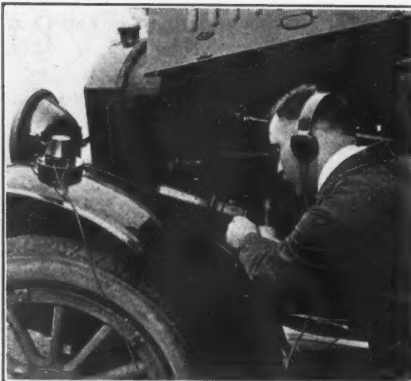
### Circuit Tester

From *Electrical Merchandising*, August, 1921

A new device has been constructed and put on the market under the name "Emka Tester" by the Electric Signal Manufacturing Company, Inc., Orange, N. J. The new tester is a combination of a two-cell flashlight battery of smallest type, a specially constructed buzzer, a lamp of 2½ v. and terminals for connection of a telephone receiver. Where ordinary testing for short-circuits, grounds, etc., is to be performed, either the buzzer or the lamp may be used. When it becomes necessary to test higher resistances, a telephone receiver (preferably of the simple 80 ohm type) is to be added. The tester including battery weighs only one pound, and is so small that it can be carried in the tool box or even in the coat pocket. The current consumption of the buzzer is so small that it can be operated by the battery continuously for over five hours. Exchange of a battery takes place in a moment, the base of the tester serving as holder for the cells. The device is very useful not only for electricians but also for garages and for owners of automobiles, who in most cases will be able to detect and repair faults in the electric

equipment of their cars without loss of time and help by experts.

Mounted on the base of the "Emka Tester" is a button, which operates the buzzer, so that the apparatus, besides serving as circuit tester, can be used as portable calling device.



### A Glareless Headlight

From *Electrical Merchandising*, August, 1921

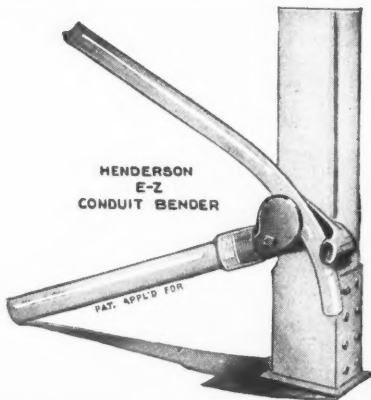
A patented device, for placing on the headlights of automobiles in order to eliminate glare, has been placed on the market by the Universal Motor Products Company at 306 Jacobson Building, Denver, Col. It is called the patton "glare stop" and is made of cathedral glass in a metal frame, rounded to fit the upper segment of a headlight and held firmly in place by a steel wire spring permitting of adjustment at any desired angle. It acts as a shade above the light center and intercepts all glare that would radiate horizontally or upward. The rays of light are thrown directly on the road and it is claimed that one can see clearly, ruts or holes, at a distance of 100 ft. The shade is green in color with a polished metal frame and will fit any standard headlight.



### A Conduit Bender

From *Electrical Merchandising*, August, 1921

The Henderson Electric Company, Amper, N. J., are marketing a stationary conduit bender for rapid and accurate bending of pipe and conduit. To make a bend, the bender head is mounted as shown in the illustration and the pipe or conduit is placed in the head. The bending bosses as they are called, enclose the conduit and are located close together in order to provide the severe leverage required. A slight bend is first made, the pipe is then raised and pushed in a little further and bent again, this is repeated until the desired angle is obtained. To make short bends, in order to use up short pieces, a longer pipe is slipped over the end of material and thus affords a lever with which to get a purchase. It is stated that owing to the construction of the "bending bosses" a bend may be made without kinking or flattening.

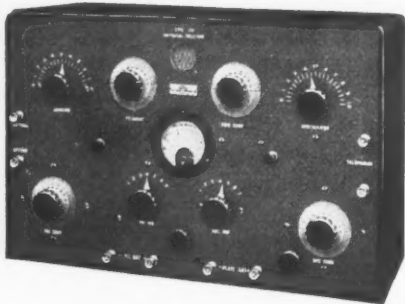


### Universal Wireless Receiver

From *Electrical Merchandising*, August, 1921

The Colin B. Kennedy Company of San Francisco have developed a radio and telegraph receiver regenerative through its entire range (which covers all wave lengths in common use). The entire equipment is enclosed in a walnut cabinet 12½x19½x8½ in. overall. The only external connections are those to the aerial and ground, batteries and telephone receivers.

The control knobs and dials, also indicating instruments are mounted on a panel of bakelite, forming the face of the receiver. The interior is accessible by means of the hinged cover of the cabinet, as all parts are mounted on back of the panel. This also allows for removing the entire receiver, as a unit, from the cabinet.



### Advertising Sign

From *Electrical Merchandising*, August, 1921

The Mitchell Advertising Company, Third and Main Streets, Cincinnati, Ohio, are manufacturing a small display sign called the "Mov-a-long." It is in the form of a box 3 ft. long, 7 in. high by 9½ in. wide. The advertising is displayed on a transparent film which is illuminated



from within by any color of light desired, for day or night purposes. The film can be washed and reading matter changed to suit the convenience. The sign is suitable for window or counter display, doctors' or dentists' offices or wherever space will permit. A small universal motor supplies the power. An attractive feature is the continual moving of the printed matter.

### Canopy Switch

From *Electrical Merchandising*, August, 1921

A "noscu" canopy switch as it is called is manufactured by the Beaver Machine & Tool Company, Newark, N. J. It is claimed to be the "smallest approved canopy switch made, yet with all its compactness, this key turning switch carries



3 amp. at 125 v." The stranded lead wires are firmly imbedded in the switch and soldered in brass tubes which insure a good contact. The stranded wires are readily connected in a short space of time. The installing is accomplished by the drilling of a single hole in the canopy, and leaves no live wire parts exposed.

### Lamp Guard

From *Electrical Merchandising*, August, 1921

In response to a demand for a closed bottom non-locking lamp guard, the McGill Manufacturing Company, Valparaiso, Indiana, have put on the market a device of this nature called the "grip." It is built along lines to obstruct the minimum amount of light. The screws which hold it cannot drop out and it has a heavy steel collar which affords a rigid grip on the socket. It is made in all sizes to fit brass, porcelain and composition sockets.

### Desk Lamp

From *Electrical Merchandising*, August, 1921

The King Manufacturing Company, St. Joseph, Mo., have placed on the market a new design of flexible arm desk lamp. It consists of a heavy, cast metal base, to keep it from being easily upset, and a flexible tube arm which allows the light to be adjusted to any position. It is furnished in three standard finishes: satin brass, statuary bronze and suede green.



What's new on the market? These pages will tell you. ➡



### A New Line of Dry Batteries

From *Electrical Merchandising*, August, 1921

Nine new "special use" dry batteries, ranging from 2 to 15 cells, assembled in single moisture-proof or water-tight jackets with only two terminals to connect, and each battery named and labeled to show the use for which it is designed, are announced by the American Ever Ready Works, Long Island City, N. Y.

They are called Eveready bell ringer, gas engine, Ford lighting, Ford ignition, tractor, portable lighting, motor boat, lighting and ignition, and marine lighting and ignition. The bell ringer is said to be the leader as the two cells are connected and ready for work. It also has a hanger for suspending it from a nail or hook.

The label of each battery in the line contains a list of all other uses to which that battery may be put in addition to that suggested by its name.

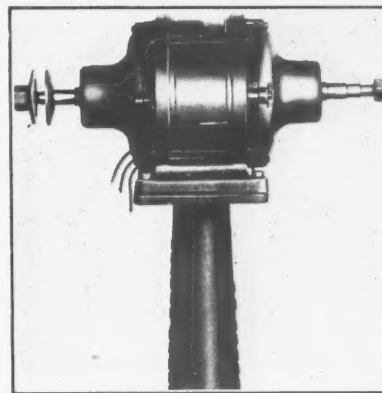


### Electric Buffer and Grinder

From *Electrical Merchandising*, August, 1921

The Valley Electric Company of St. Louis, Mo., have placed on the market a new buffer, grinder and polisher.

Both the motor and stand are finished in black enameled paint with lettering in aluminum. End plates are solid and bearings are SKF ball, double row, self-cleaning. The entire motor is dust-proof and has a liberal reserve capacity of power. This outfit will do away with all noisy, heavy and in-the-way line shafting. Each machine has a double shaft extension threaded on both ends. On one end two four inch flanges and nut for holding the wheel and on the other end a nut for holding the brush. For a slight addition in cost it can also be supplied with pulley for power purposes if so desired.



### Electric Bake Oven

From *Electrical Merchandising*, August, 1921

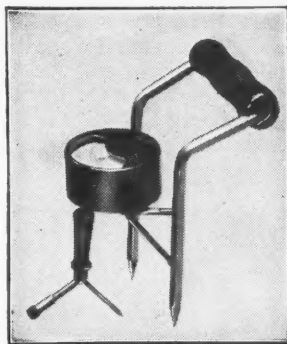
An automatic electric bake oven has been placed on the market by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa. The temperature of the oven is automatically controlled and will hold the heat at any desired point for an indefinite period which assures a uniform product. The oven is built of heat-panels packed with 3 in. of heat insulating material. The outer covering is galvanized iron, the inner of sheet steel, non-corrosive. A reel within the baking chamber supports eight shelves, perforated to allow circulation of heat between the pans, each shelf is 11 in. wide by 71 in. long. A one-sixth hp. motor furnishes the power.



### Battery Analyzer

From *Electrical Merchandising*, August, 1921

In line with the discharge method of testing automobile batteries the Service Station Supply Company, 30 East Larned Street, Detroit, Mich., market what is known as a "Hyrate Battery Analyzer." By means of this appliance it is possible to determine the condition of either group of plates in an automobile battery without dismantling or opening the battery. This analyzer will make three different kinds of test on storage batteries: high rate discharge, plain voltage and cadmium test.



### Connector for Motor-Driven Appliances

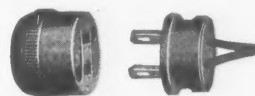
From *Electrical Merchandising*, August, 1921

For use on portable motor-driven devices such as massage machines, vibrators, sewing machines, vacuum-cleaners and the like, the Bryant Electric Company of Bridgeport, Conn., has developed the "Midget Spartan" connector KR-130.

This connector is furnished in two parts—the plug or "cap" with parallel blades for fastening permanently to the motor, the receptacle being attached to the portable cord that supplies the current service wires. Both parts are made of molded insulation; the receptacle is made of two pieces which are fastened together by means of two screws after the flexible cord is connected to the concealed binding screws at the base of the recessed contact blades.

The outside diameter of the "KR" cap is but  $1\frac{1}{8}$  in., while the receptacle or connector body is only  $1\frac{1}{16}$  in. diameter by 1 in. in length.

For motors where polarity connection is essential, the cap is furnished with non-reversible blades—one large blade to fit a large slot in connector, so that it is impossible to reverse the connections.



### Electric Drills

From *Electrical Merchandising*, August, 1921

A new line of portable electric drills is being manufactured by the Louisville Electric Manufacturing Company, Louisville, Ky. It is claimed that these products are designed and made by the men who were the originators of portable electric drills.

"The special features of these tools are light weight, ball bearings throughout, heat treated alloy steel gears, universal motors improved in many details, and symmetrical design. Every detail of their construction has been given the most careful and painstaking thought."

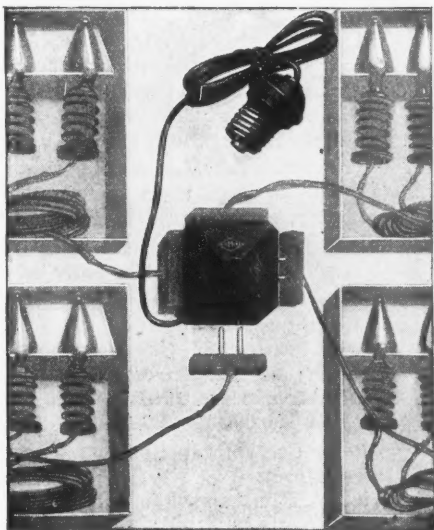
### Christmas Tree Outfit

From *Electrical Merchandising*, August, 1921

Under the name "Diamond-De Luxe" the Diamond Electric Specialties Corporation, Newark, N. J., is putting on the market a line of electric decorative outfits.

In place of the usual plug, the Diamond-De Luxe electric decorative outfit is made with a connector. This connector plugs into the Diamond four-way distributor exactly as any parallel blade two-piece plug snaps together.

Only these 8-light outfits and the distributors need be carried in stock, for any dealer to be able to meet all requirements for 16, 24 and 32-light outfits. For example—if a customer wants a 16-light outfit, he merely snaps two 8-light outfits into a distributor, and a 16-light outfit is made. If a 24-light outfit is desired, three outfits are snapped into the distributor. If a 32-light outfit is called for, four outfits are combined with a distributor.



File these items on 3 x 5 in. cards every month, to keep your stock index up to date.

## New Retail Electrical Stores

The Greenwalt Electrical Supply Company, of which Frank T. Greenwalt is proprietor, has opened a branch store in Washington Square, Hagerstown, Md. This company is also engaged in a business at 32 West Antietam Street, same town, which carries a line of electrical and household supplies as well as motorcycle accessories.

The Auto Electric Service, Inc., is a New Bedford (Mass.) concern recently incorporated with a capital stock of \$36,000 by Howard R. Carley and others.

Moore & Tucker are successfully holding down a retail electrical business on Church Street, Merrimac, Mass.



We have always warned against overwork. Yet the enforced vacation with which the habit often presents its devotees may have its compensations. For example when Washington Devereux, electrical chief of the Philadelphia Fire Underwriters Association found it necessary to spend ten recuperative weeks at Mt. Clemens, Mich., he received 3,000 well-wishing letters from his good friends all over the country and enjoyed walking with these charming wards of Lady Margrette MacKenzie of Scotland.

"Electric Shops" is the name of a new retail business recently opened at Escanaba, Mich., by Clyde L. Utley.

The Electrical Equipment Company of South Bend, Ind., has opened a new branch at Niles, Mich.

David Buttesmose now belongs to the Indiana electrical fraternity. He conducts a retail shop at Churubusco.

Desan & Golden are newcomers in the retail electrical field. Their business is located at Warren, Minn.

The D. & M. Electric Company is a new Edmeston (N. Y.) electrical shop concerned with the retailing of electrical fixtures and supplies.

The Jondoe Electric Company, an electrical retail concern, has opened a new branch at 34 Union Hall Street, Jamaica, N. Y.

The Good Housekeeping Shop is the attractive name of a new retail business opened at 248 Massachusetts Avenue, Indianapolis, Ind.

Howard M. Gilbert has opened a prosperous new retail business at 75 West Forty-fourth Street, New York City, "just off Fifth Avenue."

The Clemons Electric Company is a new retail concern located in New York City at 5 West 110th Street.

The Arverne Electrical Contractor is the name of a new retail venture at Arverne, N. Y. B. Smollen is proprietor and the shop is located at 6521 Boulevard.

Harvey, Brown & Johnson are engaged in a retail electrical business at Baldwin, N. Y.

Ray & Wirtinan are successfully conducting a new retail electrical business at Baldwinsville, N. Y.

The Electric Service Engineering Company of 1416 Broadway, New York City, has opened a new shop at 105 West Forty-seventh Street, New York City.

J. S. Smith is engaged in a new retail electrical business at New Washington, Ind.

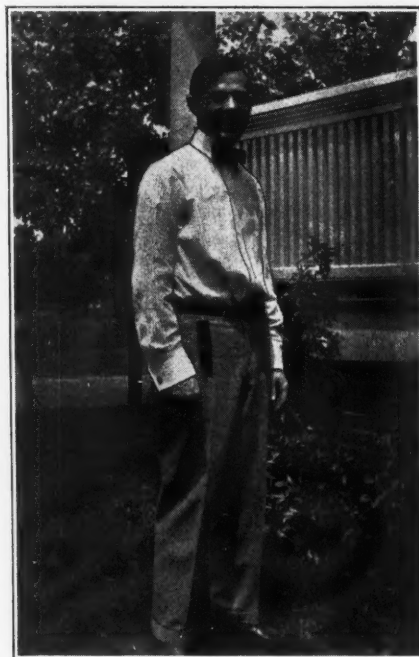
Fred Hesser and Estel Davis are handling a new retail business at 407 Main Street, Carthage, Mo.

The Hart-Wright Electric Company of DeLand, Fla., has opened a retail business at Lakeland, Fla., with temporary location with the Pinch Company until headquarters in the Johnson Building, on South Florida Avenue, now under construction, are ready for occupancy.



One of the disadvantages of having a hair-trigger smile and a habit of selling electrical goods, is that one gets his job changed so often. Take Harvey Keys for example. Eleven years ago he started in with the contract department of the Commonwealth Edison Company at Chicago. Then the Company put him in charge of its Broadway Electric Shop, later making him supervisor of all its stores. And now he has become vice-president and general manager of the Equitable Sales Company electrical dealers in Pittsburgh, Pa. A good-bye, good-luck dinner tendered by Mr. Key's Chicago friends marked his departure from the zephyr city.

The Carpenter Electric Company of Providence, R. I., on account of its increasing business, has been obliged to locate in new and larger quarters at 37 Weybosset Street.



They do say that in Pittsburgh it's dust and not dusk that falls with the shadows. Thanks to electric washing machines, however, R. W. Everson, of the Westinghouse Company maintains smiling spotlessness.

The Sellers Electric Company of Akron, Ohio., has been incorporated with a capital stock of \$15,000 to deal in all kinds of electrical appliances and equipment. The incorporators are W. C. Wilhelm, H. J. Babel, Katheryn Griffiths, Alma W. Morton and Lee J. Myers.

Harvey Collier is a new Lowell (Mich.) dealer.

The Banner Electric Service Company of Dayton, Ohio, is a new \$2,500 retail concern recently established by J. G. Collison, J. K. Heck and others.

The Wolf Creek Valley Electric Company is a Grundy Center, Iowa, retail electrical business recently incorporated with a capital stock of \$10,000 by R. W. Geiter and others.

The Modern Household Appliance Company is operating a new retail business at 215 East Douglas Street, Wichita Kan.

The Rowe Electric Company is conducting a successful retail shop at Burns, Kan.

The Pattington Electric & Supply Company of Hutchinson, Kan., has recently been incorporated with a capital stock of \$50,000.

Peter Castholm has opened a new retail shop at 728 North Main Street, Wichita, Kan., and according to his announcements will need additional stock.

The Freeman Electric Company of Clay Center, Kan., is owned and conducted by Charles Freeman and John Wilhelm.